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THE NATIONAL NEWSPAPER OF MARKETING

Over-All British Ad Group to Name Czar of Industry

Sir John Wolfenden Reportedly Set as Code Administrator

LONDON, Dec. 8—The British advertising industry is about to name an advertising "czar."

This industry-appointed man will have broad and strong powers of enforcement. It is understood that he will be appointed for a term during which he will not be subject to removal. He will administer a code of advertising practice now being formulated which will be far tougher and more strictly applied than any voluntary code now in existence.

With this police action the British ad business, beset by government taxes on television, the prospect of additional taxes and mounting public criticism, hopes to ward off further government legislation.

■ Although it could not be confirmed, the man who is expected to become the industry's watchdog is Sir John Wolfenden. Sir John achieved wide renown several years ago as the author of the "Wolfenden Report," a highly publicized study of the laws gov-

(Continued on Page 91)

DDB Off Wagon, Gets $4,000,000 Seagram Bundle

Third Large Account Moves to Doyle Dane From Y&R This Year

NEW YORK, Dec. 7—The autumn of 1961 may go into the books as the time of the big change in liquor accounts, and it may also be remembered as the period of Doyle Dane Bernbach's take-over from Young & Rubicam.

Doyle Dane yesterday was tapped by the House of Seagram to inherit a $4,000,000 bundle of brands—Four Roses, Antique bourbon and Chivas Regal scotch—from Y&R, an agency that had handled Four Roses' advertising since Repeal.

The Seagram switch marked the third time this year that a substantial piece of Y&R business has moved to Doyle Dane. Earlier, DDB was tapped for the $6,000,000 American Airlines account, and for the $1,000,000 International Silver business (AA, June 5).

■ Doyle Dane's inheritance of the Seagram business was not unexpected, since the agency had been "at liberty" in the liquor field since Nov. 21, when it parted company with Schenley Industries.

While Schenley has not announced a successor to Doyle Dane, agency sources indicate that the

(Continued on Page 100)

Swift Moves Oils, Shortenings Account to Burnett

CHICAGO, Dec. 5—Swift & Co. today made its second agency reassignment in two weeks when it moved its refinery products advertising account from Dancer-Fitzgerald-Sample to Leo Burnett Co., effective Jan. 1.

Billings on the refinery products, which include consumer and commercial shortenings and edible oils, run about $200,000. Dancer will continue to handle Swift's canned meats and pet foods advertising. Burnett is the agency for Allsweet, Duet and Award margarines, Vigoro and End-O-Prod-ucts.

Swift said that no other agency changes were contemplated. The bulk of Swift's advertising is handled by McCann-Erickson. The company last week shifted its adhesives, glues, gelatin, industrial oils and soaps advertising from Russell T. Gray Inc., Chicago, to Howard Monk & Associates, Rockford (AA, Dec. 4). #

HAIRY DOG STORY—*This is the first of 14 large-space ads scheduled in the San Francisco Chronicle for Calso Water Co. This one, promoting Calso with lime as hangover cure, ran Dec. 8. The campaign marks a shift from broadcast to newspapers. Young & Rubicam is the agency.*

NBC's Sarnoff, CBS' Stanton, Rap Government Criticism of Programing

It's 'Dangerous, Mistaken,' Sarnoff Says at Network's 35th Anniversary Fete

(For Washington news of tv, see FCC story on Page 91.)

BEVERLY HILLS, Dec. 7—Robert W. Sarnoff, board chairman of the National Broadcasting Co., today struck a somber note midst the gala celebration of NBC's 35th anniversary as a network.

He told hundreds of network and station executives and their wives that networks cannot continue to carry more than their share of the financial load of television. At the same time, he

(Continued on Page 91)

Public's 'Vote' Best Guide for TV Standards, Stanton Tells Penn Group

PHILADELPHIA, Dec. 7—The public, not anybody in government, should decide what will be seen on television, a top television spokesman argued here tonight in a speech disputing the Federal Communications Commission chairman's derogatory conclusions about television.

Without mentioning him by name, Dr. Frank Stanton, president of the Columbia Broadcasting System, charged that Newton N. Minow's method for concluding that tv was a "vast wasteland"—sitting in front of the set all day—was "an aberration in critical methodology."

In a Benjamin Franklin lecture at the University of Pennsylvania,

(Continued on Page 91)

Dissolve ARF, Politz Blast Urges

Says It 'Contributes to Mediocrity,' Usurps Private Probers' Function

NEW YORK, Dec. 8—The Advertising Research Foundation has violated its non-profit function by competing with private research organizations, and in many respects lowers research standards and "contributes to mediocrity," Alfred Politz, prominent market researcher, charged this week.

Therefore the ARF—a non-profit organization built upon the tripartite support of advertisers, agencies and media—should be dissolved or heavily hobbled, Mr. Politz asserts. His vigorous attack on the organization is contained in a 19-page monograph he put into the mail this week to about 1,500 advertisers, agencies and media represent-

(Continued on Page 12)

Appliance Men Hit Philco Supermart Plan

FTC Probes Moves; BBB Talk Throws Cold Water on Pittsburgh Tests

CHICAGO, Dec. 7—Opposition to Instant Dividend plans mounted this week on several fronts as several appliance manufacturers and the National Appliance & Radio-TV Dealers Assn. came out strongly against the ID programs.

In addition, ADVERTISING AGE learned that the Federal Trade Commission has launched a two-pronged investigation of three ID plans now in operation in Pittsburgh *(see "This Week in Washington," on Page 99)*, which has become the test-tube city for the plans where a consumer can buy major appliances through food supermarkets, using cash register tapes in partial payment.

The first hint that ID plans might not be a consumer panacea occurred last week when the Pittsburgh Better Business Bureau warned housewives to investigate carefully before they signed up for an ID plan (AA, Dec. 4). In addition, S. R. Herkes, vp of marketing, consumer products, Motorola Inc., attacked the plans.

■ In Detroit, the Kelvinator division of American Motors Corp. told AA that it is opposed to ID plans and it felt that such programs are detrimental to established appliance dealer structures.

Regarding the sales of Kelvinator appliances by Giant Eagle Markets Inc., a Pittsburgh supermar-

(Continued on Page 92)

Isodine Names Kastor, Hilton, Grey Agencies

Reach, McClinton Is Assigned New Wares to Offset Lost Products

NEW YORK, Dec. 6—Isodine Pharmacal Corp., a division of International Latex Corp., played agency hopscotch this week, adding two agencies, dropping one and assigning three additional products to its major shop.

The new agencies are Grey Advertising and Kastor, Hilton, Chesley, Clifford & Atherton. Grey was named to handle a new liquid cough medicine, now in test. Kastor was appointed to handle Calamatum ointment, which has been at Reach, McClinton & Co., the traditional Isodine agency.

Reach, in turn, was awarded two new products—a stomach remedy and a throat spray. It also won Nasalaire, a nose spray, which has been at Brown & Crane since 1959. This was Brown's sole piece of Isodine business.

Reach, which continues to handle the Isodine line of products and Isodettes lozenges, also received the cheery news that "a major increase in advertising is planned on these product lines in connection with the successful introduction of Isodine mouthwash and Junior Isodettes lozenges." #

Last Minute News Flashes

Heinz Picks Hicks & Greist for 2-City TV Test

PITTSBURGH, Dec. 8—Hicks & Greist, in a "top secret" test operation, is buying minute tv spots on kid shows in Washington and Baltimore for Heinz soups, to start about the first of the year. The move is seen as a foot in the door for the agency in its attempt to get some H. J. Heinz Co. business. Maxon Inc., Detroit, has handled Heinz consumer advertising for many years.

Quaker Oats Names Lynn Baker and Compton

CHICAGO, Dec. 8 -Quaker Oats Co. has named Lynn Baker Inc., New York, to handle advertising for Flako mixes, and Compton Advertising here for its institutional and industrial division and Aunt Jemima flour division. Quaker said the portions of its account, which were resigned last August by Clinton E. Frank Inc. (AA, Aug. 28), bill $1,000,000, with Flako accounting for 85% of that figure.

D'Arcy and B. D. Adams Talk Affiliation

NEW YORK, Dec. 8—D'Arcy Advertising Co. and Burke Dowling Adams, Atlanta, probably will reach a decision on affiliation in the next 30 days. Conversations have been going on between the agencies for nearly two months, but "the deal hasn't been finalized."

(Additional News Flashes on Page 91)

Spot TV Up 1.8% to $125,012,000 in Third Quarter

Star-Kist, Climalene, Cott Beverage, Stroh, Lucky Lager in Top 100

(Table on Page 62)

NEW YORK, Dec. 5—Five newcomers joined the ranks of the top 100 spot television advertisers during the third quarter of 1961. These were Star-Kist Foods, Climalene Co., Cott Beverage Corp. and bottlers, Stroh Brewery Co. and Lucky Lager Brewing Co.

A report released by the Television Bureau of Advertising, based on figures compiled by N. C. Rorabaugh Co. from data furnished by stations, also put spot tv gross time billings for the quarter at $127,644,000, an increase of 1.8% over the $125,012,000 recorded for the comparable 1960 quarter.

The perennial spot leader, Procter & Gamble, maintained its hold on first place, although it cut back its expenditure almost $750,000, to $13,680,700 in the quarter. Nevertheless, P&G still spent $10,000,000 more than second-place Lever Bros.

■ Two advertisers which were among the top ten last year—Lestoil Products and Brown & Williamson Tobacco—cut their expenditures by more than half. Moving in the opposite direction were Coca-Cola Co. and bottlers, Alberto-Culver Co. and General Mills, all of which more than doubled their outlays. #

First European Agency Group Meeting . . .

European Admen See Bright Future for Agencies in New Common Market

Harper Proposes World Agency Federation to Pace International Growth

By Mark Random

LONDON, Dec. 5—After three and one-half years of preparation, discussions and compromise, the European Assn. of Advertising Agencies has become an effective force in advertising.

More than 140 delegates from 12 European countries—most of them principals of agencies—gathered here last week for the general assembly and first international meeting of the EAAA. This general assembly followed a two-day meeting of the EAAA executive board during which 15 additional advertising agencies from Denmark, France, Greece, Holland, Britain and West Germany were elected, making a total of 127 full-service member agencies.

In addition, a ninth country, Italy, which has just achieved the necessary numerical eligibility, was elected to board membership.

■ Sinclair Wood, chairman of

(Continued on Page 94)

NEW SOUP MIX—*Campbell Soup Co. broke this full-page ad in Philadelphia and other eastern Pennsylvania markets on Nov. 29 for its new Red Kettle soup mixes, plus spot tv and four-color Sunday supplement ads. Leo Burnett Co. is the agency.*

Home Builders Plan Spring, Fall Ad Promotions

Eight Magazines Tell Housing Promotions at NAHB Annual Convention

CHICAGO, Dec. 6—National Assn. of Home Builders will promote two major drives in 1962 to build consumer interest in new homes.

A spring promotion, designating May as New Homes Month, will include special newspaper sections, local builder tie-ins and support in national advertising by manufacturers.

The fall promotion—National Homes Week, Sept. 30 to Oct. 6—will be spearheaded by a 16-page color section in the September *Reader's Digest*. NAHB will also distribute via *Publishers' Auxiliary* a four-page section which newspapers can use to feature new homes.

The '62 Housing Industry Promotional Operation (HIPO) is a followup of research completed early this year by its agency, Fuller & Smith & Ross, New York, which pinpoints the various qualities of home owning which appeal to various groups (AA, Feb. 6).

■ NAHB said the industry will spend more than $500,000 on the *Digest* ad, the newspaper section and other promotional material. It estimated that local builders will do more than $4,000,000 worth of tie-in promotion. Cost of the national promotion will be split among various industry groups and manufacturers.

Objectives of HIPO, spelled out at the NAHB annual convention here this week, are: "(1) Make more consumers want to buy new homes before they decide to use their spending potential for other products and purposes; (2) rally the entire building industry in a coordinated drive to expand the housing market; (3) increase new home sales annually, so as to reach 250,000 units per year over normal expectancy by 1970."

■ Media awards and promotions were a part of the NAHB activity, including:

• *Practical Builder* awarded industry "Oscars" to home builders and their agencies in its annual merchandising contest. Top award winners (and their agencies): L&G Builders, Hackensack, N. J. (London Advertising Agency, South Orange, N. J.); Sunstate Builders, Tampa (Carlson & Co., Indianapolis); and Quincy Lee Construction Co., San Antonio (H. G. Abernathy, Dallas).

• *Better Homes & Gardens* introduced its 1962 Idea Home designs. Its September issue will contain a special editorial feature on the homes, which will be built in various sections of the country by an estimated 90 builders.

• *Good Housekeeping* promoted its Good Housebuilding Citation program. The citation is available to builders whose homes and cities meet certain specifications, and who feature a minimum of eight products in the home with *Good Housekeeping* seals of approval.

• *House & Garden* was promoting its February issue, which will feature its 1962 House of Ideas. And at the *House & Garden* Living Design Center, building supply dealers were shown how they can take advantage of the publication's architectural rendering service for remodeling.

• *Parents' Magazine* presented two national and 11 regional merit awards to builders in annual competition for "best homes for families with children." Two categories are listed—under $16,000 and $16,000 to $25,000.

• *American Home* featured its February issue, which presents its six "best homes for the money," selected from various regions of the U.S.

• *Farm Journal*, planning a June insert section on updating farm kitchens and utility rooms, showed dummies of the insert to prospective advertisers. The entire content of the insert will be reproduced in a June issue of *Home Furnishings Daily*.

• *Popular Mechanics* presented its 1962 "idea projects." The magazine will sponsor the building of demonstration models of two homes in various sections next year—a vacation home, to be featured in the spring, and a "minimum maintenance" home in the fall. #

Matson to Float Ad Drive in East for Pacific Cruises

SAN FRANCISCO, Dec. 7—A "full scale invasion" of the eastern tourist market will be launched next month by Matson Navigation Co., San Francisco passenger liner operator in Hawaii and South Pacific service.

The most intensive and concentrated advertising program in the company's 80-year history will be concentrated in the New York and Chicago areas and other major population centers of the East.

"Matson is determined to take the product where the potential exists," explained Walter Sternberg, vp, passenger division, "and to battle for a larger share of the eastern vacation market.

"We're convinced the time is right to offer vacation-minded people east of the Rockies fresh new vacation opportunities in the peaceful Pacific, away from the snow and ice and the tensions of other areas," Mr. Sternberg added.

■ A new concept of the Matson liners Lurline and Matsonia as vacation resort destinations in themselves, rather than merely as glamorous sea transportation, will be merchandised in an intensive newspaper-magazine campaign.

The Lurline is now being refurbished and the Matsonia will be refurbished in January. Shipboard activities, entertainment, cuisine and services are being surveyed and stepped up to equal or surpass top ranked resorts ashore.

A program involving use of top name show business stars as entertainers on each cruise, launched this year, has been successful, Mr. Sternberg said, and will be continued throughout 1962.

Historically, about 14% of Matson's Hawaii tourist volume has originated from the New York area and about 21% from the Chicago area.

■ "Our new goal," Mr. Sternberg said, "is to raise the volume to at least 25% from each area within the coming year.

"We might as well be frank," Mr. Sternberg said. "Most of the familiar 'sun spots' have become 'trouble spots.' Hawaii and the Pacific area, linked by the Matson liners, rank high among the serene vacation areas left in the world. And that's how we intend to sell them!"

The Lurline is now booked to capacity for her annual Acapulco cruise Dec. 22 from San Francisco and the Matsonia is sold out for her Christmas cruise to Hawaii.

"People in the East," Mr. Sternberg added, "formerly associated at least part of their winter cruises with sleet and snow, icy decks and rough seas. Now they're starting to realize that a Pacific cruise is a different experience.

■ "Winter never comes to Matson's Pacific run," Mr. Sternberg pointed out. "That's an important part of the message we will put over in our eastern advertising campaign."

Paving the way for Matson's eastern invasion has been a complete reorganization of the company's sales division, with increased emphasis on advertising, sales promotion and publicity and retention of a new advertising agency, Dancer-Fitzgerald-Sample.

"We're going to tell the world about our product," Mr. Sternberg said. "We can offer a multi-destination vacation with more of what the vacationer actually wants than areas which have hitherto been so popular with people in the East and Midwest." #

Gulf Drops 'Here & Now'

Gulf Oil Corp., Pittsburgh, will discontinue its sponsorship of Frank McGee's "Here & Now" (NBC-TV), effective Dec. 29, at which time the network will drop the show. On the other hand, Gulf renewed its sponsorship of NBC's instant news specials, with Frank McGee, for 1962. Gulf also will sponsor NBC's hour special "Projection '62," for the second consecutive year, Jan. 5 at 10 p.m (EST). Young & Rubicam is the Gulf agency.

Lestoil to Go National via Net, Spot TV, Print

Pioneer All-Purpose Detergent Maker Sets $6,800,000 Budget

HOLYOKE, Dec. 7—Lestoil Products Inc., which made marketing history through its adept use of spot television to force regional distribution of the all-purpose detergent in the mid-1950s, and which was followed by a raft of competitors, will go national next year.

With the national push, Lestoil Products for the first time will move into network television and will expand its use of print, but the biggest share of the budget will continue to go to the Lestoil favorite, spot tv.

Here is the preliminary 1962 budget breakdown, as reported by Edward J. Fredericks, director of marketing: $1,800,000 for four months of network tv, covering participations on two nighttime shows on NBC and ABC, and four daytime programs on NBC; $4,500,000 for spot video, and about $500,000 for newspapers and magazines.

■ Until now, distribution of Lestoil and the dry bleach, Lestare, has been confined to 26 eastern and midwestern states—plus California in the case of Lestare. Plans for national distribution were set forth this week by Daniel E. Hogan Jr., Lestoil's president, at a sales, marketing and advertising meeting in Bermuda. Independent food brokers will be named to represent the company in those areas where it does not now have sales representatives, and the field sales force will be increased by about 25% in the East and Midwest.

Already the marketing staff has been beefed up through the addition of new executives and promotions within the department. Last month, Donald D. Madden, formerly of Colgate-Palmolive, was named general sales manager, and Owen J. Carroll, previously with American Home Products, became merchandising manager. Two company veterans, William J. Massey and Marion T. Mocheski, were named field sales manager and sales promotion manager.

■ The grocery trade will be informed of Lestoil's expansion plans through grocery publications starting next month. National consumer advertising will start with tv in February. Magazines, newspapers and couponing will follow. Additions to the consumer and industrial product lines are expected in 1962, and the company is exploring foreign distribution and manufacturing projects.

Lestoil has acquired a reputation as an adept and shrewd user of spot tv and other media.

Last summer (AA, July 3) it featured Zsa Zsa Gabor in a lighthearted commercial, spoofing Hollywood star commercials, to introduce its sparkle scent Lestoil in 26 states east of the Mississippi.

Later this summer (AA, Sept. 4) the company teamed up with *Look* in a mailing to an estimated 15,000,000 homes offering discount coupons on both pine-scented and/or sparkle scent Lestoil, and reduced-rate subscription offers for *Look*.

Lestoil advertising is handled by Sackel-Jackson Co. #

Flynn Joins 'Welding Engineer'

Welding Engineer Publications, Morton Grove, Ill., has appointed Jack Flynn midwestern district manager. Mr. Flynn was formerly on the staff of *House Beautiful*.

Highlights of This Week's Issue

Xerox Corp. will boost its advertising and sales promotion budget from $1,000,000 in 1961 to slightly more than $1,750,000 next year Page 6

Chilton Co. names George T. Hook and Robert E. McKenna in an executive reorganizational move Page 8

Binney & Smith sends 10 artists around the country to teach techniques of drawing in an attempt to broaden the Crayola crayon market Page 15

John Wanamaker department store offers an "electronic shopping service" to help its customers in gift selection Page 20

Seattle Fair opens its ad campaign, based on its tourist survey Page 22

Sylvania Electric Products will spend about $500,000 in the next four months to promote a new color package for its flashbulbs Page 34

McGraw-Hill Publishing Co. report reveals that "the number of inquiries an advertisement receives is not necessarily an indication of its readership" Page 43

Italian health commission fights for legislation that would prevent cigaret advertising Page 45

WBOS, Boston, signs contract with Business Week to broadcast the magazine's new program series, "Radio Business Outlook" Page 54

Seagram's General Wine & Spirits Co. revives Harwood's Canadian whisky in New York, Chicago, Los Angeles and San Francisco Page 59

Grit Publishing Co. market study says loyalty to favorite brands is one of the most impressive characteristics of small town America Page 60

Washington court rules that any state retail store that issues trading stamps and advises its customers to redeem them for merchandise in another state must buy the state's $6,000 annual trading stamp license Page 62

WNTA-TV, New York, sale to Educational Television for the Metropolitan Area gets green light following a compromise reached by Gov. Robert B. Meyner of New Jersey and the potential buyer Page 64

Victor Joerndt, president of National Appliance & Radio-TV Dealers Assn., says formation of cooperatives among independent appliance dealers to pool buying and advertising power is vital for survival against discount operations Page 92

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Hot Week at K&E: 4 New Accounts, Billing $2,500,000

New Business Includes Buitoni, Fruit of Loom, 'Boston Record,' Pablum

NEW YORK, Dec. 8—Kenyon & Eckhardt announced new accounts almost at the rate of one a day this week, as (1) the *Boston Record American*, (2) Buitoni Foods Corp., (3) Fruit of the Loom Inc., and (4) Pablum cereals of Mead Johnson of Canada joined the fold. The quartet of accounts added more than $2,500,000 in billings.

For a few days, the agency also thought that its Mexico office had won the Playtex International account in Peru and Venezuela. The arrangement, as announced by K&E, was that McCann-Erickson of Venezuela would continue as the agency of record, but that K&E de Mexico would create and produce the advertising. However, when news of the appointment appeared in New York newspapers, Playtex immediately denied it and reaffirmed that McCann still had the account. K&E blamed the misunderstanding on the misreading of a letter; "It was purely an error in communications."

• As for the new accounts still safe and sound in the agency: On Tuesday, Buitoni, which claims to be the oldest and largest manufacturer of pasta and processed Italian foods, named K&E to succeed Albert Frank-Guenther Law, effective Jan. 1. Five agencies were screened over a two-month period for the account, which is expected to bill more than $1,200,000 next year.

The K&E appointment ends Buitoni's second sojourn at Albert Frank, which specializes in financial advertising. The agency lost the account for the first time in 1955, when Buitoni went to J. Walter Thompson Co. for two years. It moved back to Albert Frank in 1957, where it has been until now.

• On Wednesday, Fruit of the Loom Inc. moved its account from Delehanty, Kurnit & Geller to K&E, effective immediately. A subsidiary of Philadelphia & Reading Corp., the account is a program to license the Fruit of the Loom name to textile manufacturers. Currently there are about two dozen licensee companies.

An expanded campaign will aim at trading up the brand image; it will total more than $1,000,000 the first year. The move is seen, in part, as a response to the recently announced entry of Bates Mfg. Co. into the licensing field (AA, Sept. 25) and the launching of its ad campaign, through Lawrence C. Gumbinner Advertising.

• On Friday, Mead Johnson of Canada awarded its Pablum baby cereals to K&E, in Toronto, effective Jan. 1. The account was won specifically in a competition of marketing plans submitted by K&E and McKim Advertising, the present agency.

McKim originally had the entire Mead Johnson account in Canada, but K&E has been slowly chipping away at it, garnering Metrecal and Nutrament in the past year. With the addition of Pablum, it now has the complete Canadian account, which bills slightly more than $1,000,000. The Pablum section accounts for less than $200,000. In the U.S., K&E handles the company's consumer advertising; L. W. Frohlich & Co. handles trade and ethical.

• On Monday, the *Boston Record American* will award its account to K&E's Boston office.

■ Effective Jan. 1, the *Boston Record American* account, and that of the *Boston Sunday Advertiser*, will be in K&E's Boston stable. The newspapers "never had an agency of record," according to Mark Collins, assistant publisher of the *Record American*. "Most of the work we prepared ourselves, and this in turn was handed to different agencies to place. In the last year, there have been less than six."

One of the shops formerly in on the business was Goulston Co., Boston, which lists the newspapers as a client. Ernest J. Goulston, president and treasurer, said he was unaware of K&E's appointment.

Frank E. Dunn, national advertising manager of the *Record American*, said K&E submitted an "attractive plan—and that's all there is to it." He called a move of this type a "sensitive thing, in that the newspaper does business with many other Boston agencies." Including the valuation of previous trade swaps with Boston radio and tv stations, the business was put at somewhere around $100,000 but "could go higher."

The account will be serviced out of K&E, Boston, by Warren Brooks.

The *Record American* was formed in October via the combination of the *Boston Daily Record* and *Boston Evening American*, both Hearst newspapers. #

AGENCY AD—*The Times-Guide, Coral Gables, Fla., offered agencies a full page, free, to explain advertising's role in the economy. Six agencies have taken advantage of the offer. The first ad to run was this one by Bishopric/Green/Fielden.*

Bowling Assn. Sets $500,000 PR Campaign for 1962

The Bowling Proprietors' Assn. of America, Park Ridge, Ill., will conduct a $500,000 public relations program for the bowling industry in 1962. The association consists of proprietors of approximately 6,000 bowling establishments. The association's promotion committee has named Harshe-Rotman, Chicago pr company, to carry out the program.

Plans include public relations, publicity, institutional advertising and proprietors' promotion kits, which will contain materials for local advertising.

Racco Joins KFRC

Alfred Racco, formerly a sales executive in the San Francisco office of RKO General's national sales division, has been appointed general manager of KFRC, RKO's San Francisco radio station. He succeeds Richard E. Nason, who has been appointed general manager of WSAI, Cincinnati.

Vance Joins Buchen

Charles Vance, formerly a vp of Meyer & O'Brien, Chicago pr organization, will join Buchen Advertising, Chicago, as public relations director, Dec. 11. J. E. (Jake) Jacobs continues with the agency as associate pr director.

ILGWU Names Wexton Co. for Yule Ad in Dailies

NEW YORK, Dec. 7—Wexton Co. has been appointed to prepare and place a special Christmas ad Dec. 11 for the International Ladies Garment Workers' Union, which has been without an agency since it parted, "by mutual agreement," from Doyle Dane Bernbach in September.

No mention was made in a Wexton release about handling additional projects. The agency feels it is "likely" and "logical" that it will wind up with all the business, and it is "talking about the tv sponsorship by ILGWU of the New York Easter Parade."

It was also learned that somewhere near the end of ILGWU's interviews with about 30 agencies, a research project for the union by an outside company came under discussion. It was said to be based on consumer attitudes toward ILGWU and its label. Whether such a study held up naming an agency for the full account was not immediately determined.

One of the research organizations that talked to ILGWU, Louis Harris & Associates, denied that it had been engaged by the union.

■ Wexton's Christmas push for ILGWU involves an institutional approach, along the lines of Doyle Dane's work. The ad, seven columns in b&w (full page in tabloids), gives big-photo treatment to a teen age girl and her two younger sisters, with this headline: "Who can say no to them at Christmas?" Copy goes on to say that of all the gifts little girls receive none evokes the same response that new clothing does. A Christmas-flavored story is given for the ILGWU label.

As with past Doyle Dane campaigns, ads will appear in 80 newspapers in markets which account for 80% of the ready-to-wear field.

The over-all business was said to be worth $1,000,000; the Christmas campaign amounts to $60,000. #

Tri-Wonder Names Tobias

Tri-Wonder Products, Wisconsin Dells, Wis., has appointed Tobias, O'Neil & Gallay, Chicago, to handle advertising for its air deodorants, insect-killing tablets and other products.

Caloric Names Lawrence

Caloric Corp., Wyncote, Pa., has named Robert Lawrence to the new post of director of marketing. Mr. Lawrence has been with the gas appliance manufacturer since 1959.

Ogilvy, BBDO, PR Unit of Interpublic to Share U.S. Travel Service Account

Billing to July 1 Will Be $600,000; Amount to Grow Later

WASHINGTON, Dec. 7—The U.S. Travel Service got down to work on its overseas advertising and public relations campaign for tourism this week, after splitting the account three ways (AA, Dec. 4).

Benjamin Butterfield, director of sales promotion for the travel service was in New York yesterday for a get acquainted meeting with officials of Batten, Barton, Durstine & Osborn; Ogilvy, Benson & Mather; and Communications Affiliates (pr wing of Interpublic Inc.), the three winners in the travel service agency selection competition.

He expressed hope that work could begin next week in blocking out country-by-country campaigns in the overseas markets which the travel service hopes to tap in 1962, and that the first ads will be appearing by late this winter.

■ Winners in the competition for the travel account got the word by telegraph last Friday afternoon. Because each agency was offered only a piece of the account, the travel service gave them until noon Monday to register their acceptance.

Six advertising agencies and six public relations organizations appeared here Nov. 13-14 in the competition for the account. The decision announced by the travel service Monday night parcels out the assignments in this manner:

• **Ogilvy, Benson & Mather:** All advertising in Great Britain, France and Germany.

• **BBDO:** Consumer advertising in Italy; travel trade advertising everywhere overseas except in Great Britain, France and Germany; public relations in the U.S., including a program to explain travel service programs to domestic interests concerned with encouraging and receiving tourists.

• **Communications Affiliates:** All international public relations activities.

■ While agency assignments cover consumer advertising only in Italy, Great Britain, France and Germany, Commerce Secretary Luther Hodges said some advertising also will be appearing in Latin America, in the Pacific area, and in other parts of Europe. He said at the present time this advertising would be handled through the travel service sales promotion office in Washington, in cooperation with the overseas affiliates of the agencies.

The budget for the remainder of

(Continued on Page 100)

Pakistan Airline Lands at F&S&R; Scandinavian Aloft

NEW YORK, Dec. 7—Two international airline accounts circled the advertising field this week. One, Scandinavian Airlines System, with Adams & Keyes for nine years, was preparing to set down at another agency "within a couple of days." The other, Pakistan International Airlines, landed at Fuller & Smith & Ross after taking off from Charles W. Hoyt Co.

The SAS business, billing $1,500,000, was narrowed to two shops "larger" than Adams & Keyes but a few rungs below the top ten agencies. George Herz, advertising manager, said SAS was "somewhat displeased" about the way things had been going with Adams & Keyes and indications were that the carrier was seeking "a new angle, some fresh blood."

■ The Pakistan move involving $350,000 in billings, was an outgrowth of an earlier agency change on the airline's worldwide account. On Dec. 1, PIA named Hobson, Bates & Partners Ltd., London, to succeed W. S. Crawford Ltd., also of London. Because the Hoyt agency has an affiliation with Crawford, a change on the U.S. scene was a logical followup, according to Shameem D. Ahmed, PIA manager here.

He said that PIA believes Fuller & Smith's experience "can help us realize our future in this country most effectively." Mr. Ahmed added that PIA plans to expand its service for the American travel market in 1962 by adding more Boeing 707 jet flights to London, Rome, Frankfurt, Geneva, the Middle East and Karachi. #

McCall Details Financial Makeup in Prospectus

NEW YORK, Dec. 5—McCall Corp. is offering to its common stockholders $9,983,000 in convertible subordinated debentures—to fall due in 1992—and will use the money "for capital expenditures, for additional working capital, and for use in connection with possible expansion and diversification." Goldman, Sachs & Co. is the underwriter.

According to a preliminary prospectus, dated Dec. 1, the company has for five years aimed at improving the competitive positions of *McCall's* and *Redbook*—"improving and expanding the editorial content" and increasing expenditures "for promotion and direct subscription solicitation." It added that *McCall's* has advanced from a net paid average of 4,799,000 in 1956 to "more than 8,000,000 copies, which level was first reached with the December, 1961, issue, according to the company's

(Continued on Page 100)

Haviland Named to Top Schlitz Marketing Post

Desk Vacant Since Departure of Toigo; Macalister Resigns

MILWAUKEE, Dec. 5—Fred R. Haviland Jr., who joined Jos. Schlitz Brewing Co. two years ago (AA, Sept. 21, '59), vaulted into the brewer's top marketing post this week when he was named director of marketing.

F. R. Haviland Jr.

At the same time, Schlitz announced that Richard H. Macalister, eastern general sales manager, has resigned, and that Robert E. Livingston, western general sales manager, had been promoted to general sales manager.

In his new job, Mr. Haviland will supervise all Schlitz advertising, sales, merchandising and sales promotion. Mr. Livingston

and Patrick H. Gorman, director of advertising, will report to him. In the past, Messrs. Haviland, Gorman and Livingston reported directly to Robert Uihlein, president.

■ Mr. Haviland, 46, formerly was director of business planning for Anheuser-Busch Inc. before joining Schlitz as director of market planning. His primary job at Schlitz has been directing the market expansion of Old Milwaukee beer, the brewer's entry in the popular price field.

The position of director of marketing is not a new one at Schlitz, but it has been vacant for nearly four years. Its last occupant was John Toigo, who walked out of the job—then reported to pay $100,000 a year—in order to enter a proxy battle then in progress for control of Pabst Brewing Co. (AA, March 24, '58). Mr. Toigo, a veteran agency executive and former principal in the old Biow-Beirn-Toigo agency, joined Schlitz after Milton Biow, head of the agency, refused to accept the Schlitz account. Mr. Toigo has been an ad consultant since leaving Schlitz.

Mr. Macalister, who had been with Schlitz for 13 years, was general sales manager until earlier this year when the brewer divided the U. S. into two sales areas, and named him to handle eastern sales, and Mr. Livingston to supervise western sales (AA, Jan. 16). Mr. Macalister told ADVERTISING AGE that he was not ready to announce his plans but added that he is considering several offers. He declined to say why he resigned.

■ The promotions of Messrs. Haviland and Livingston and the departure of Mr. Macalister were the latest in a series of key management changes this year at Schlitz, which has been seeking to halt declining sales. Sol E. Abrams, 87, retired as vp and general manager after 69 years with Schlitz (AA, Jan. 30). The following month, Robert A. Uihlein, exec vp, was promoted to president, succeeding his uncle, Erwin C. Uihlein, who moved up to board chairman (AA, Feb. 27). #

Rockford Newspapers Names Crouch Retail Ad Manager

Rockford Newspapers Inc., publisher of the *Morning Star* and *Register-Republic*, Rockford, Ill., has promoted W. Walton Crouch from assistant to retail advertising manager.

Avco Names Fossen

Peer Fossen has been appointed manager of public relations and advertising of Avco Corp.'s electronics and ordnance division, Cincinnati, and the Nashville division, Nashville, Tenn. He formerly was editor of *Ground Support Equipment* and *Undersea Technology*.

Smith/Greenland Boosts Towne

Les Towne, media director of Smith/Greenland Co., New York, has been promoted to the account service department of the agency's food division.

VALLEY NATIONAL TAKE-OFF—*Eight well-known ad slogans, and cartoon-spot handling of a Wall Street Journal article, are the basis for these two newspaper ads run by Valley National Bank in Phoenix, Tucson and Yuma. Jennings & Thompson is the agency.*

Bell & Howell Handles Canon

Bell & Howell Co., Chicago, will introduce a new line of 35mm cameras made by Canon Co., Tokyo, next year. This will give B&H its first line of 35mm cameras. Bell & Howell/Canon cameras will be included in B&H's regular advertising programs and also will be featured in special promotional campaigns.

Gaynor & Ducas Names Two

Gaynor & Ducas, New York, has appointed Stuart D. Ludlum copy chief and a member of the plans board and William F. Kaiser a pr account executive. Mr. Ludlum, formerly a vp of C. J. LaRoche & Co., succeeds Ben Jones, who left the agency. Mr. Kaiser formerly was corporate director of pr and advertising of Daystrom Inc.

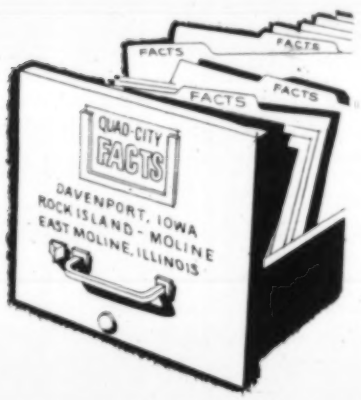
Wolfe Joins N&W Industries

Hilliard H. Wolfe, formerly vp of W. Koury Co., has joined N&W Industries, Lynchburg, Va., manufacturer of work clothes and sportswear, as vp of marketing and a director.

Rice Miller to Cargill, Wilson

Louisiana State Rice Milling Co., Abbeville, has named Cargill, Wilson & Acree, Richmond, to handle its advertising, succeeding Knox Reeves-Fitzgerald, New Orleans.

FACTS ON FILE



about the # 3 MARKET in IOWA-ILLINOIS

FACT No. 1

With more than ¼ million population, the Quad-Cities is the third largest metropolitan area in two of the most productive states . . . Iowa and Illinois . . . with very high effective buying income of $7,000 per household.

FACT No. 2

The Quad-Cities is the 57th U.S. industrial market and #2 in Iowa-Illinois. Total employed labor force over 107,000 - and growing.

FACT No. 3

Only Quad-City home-town newspapers produce COMPLETE coverage of this active market with circulation to 100% of the households in the area. Sales impact is deepest and broadest available in this rich region . . . and **that's** a fact, too.

OVER ¼ MILLION PEOPLE QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

DAVENPORT EVENING TIMES
DAVENPORT MORNING DEMOCRAT
Represented by JANN & KELLEY, Inc.

ROCK ISLAND ARGUS
MOLINE DISPATCH
Represented by ALLEN-KLAPP Co.

In The Top 20 In Total Retail Sales

Quickest Route to Automotive Sales

Greensboro's automotive sales stand out in the NEW South's top markets almost bumper to bumper with Baton Rouge, Chattanooga and Mobile and other prominent markets. Drive for greater sales via the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1961 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Is your advertising "getting through"?

This Week
43 GREAT NEWSPAPERS
Look what's new since you last looked at Falcon
new Falcon Futura by Ford
COMPACT COUSIN OF THE THUNDERBIRD
Here's a brand-new version of America's favorite compact . . . the new Falcon Futura. Notice the two front seats are separate—and both are custom-contoured. Futura colorings and trim schemes are exquisite originals, too. Deep-pile carpeting extends wall to wall. Arm rests for everyone add to the enchantment. And look! In Futura, personal effects ride right at your finger tips—elegantly concealed in a sleek console between the front seats. Only the men who designed the Thunderbird could have created this masterpiece! ~ There are two lively engines to choose from: for extra power there's Falcon's zesty new 170 Special. For proven economy—the famous Falcon 144. With this engine and standard transmission a Falcon averaged 32.68 miles per gallon in this year's Mobilgas Economy Run . . . the highest mileage ever obtained by a 6- or 8-cylinder car in the 25-year history of the Run! You get all these features in Futura—for a price that's way below* other luxury compacts! ~ The new Falcon Futura is at your Ford Dealer's. This is your personal car: see it now!

Here's how advertising gets through in THIS WEEK Magazine

6,560,000*

men noted this ad

62%

of all the men in THIS WEEK's audience

*more than twice the number produced by the same ad in a leading weekly magazine SOURCE: DANIEL STARCH & STAFF

Your advertising will be read by more people in THIS WEEK than in any other magazine

CIRCULATION MORE THAN **14,100,000**

Xerox Boosts '62 Ad Budget to $1,350,000

Papert, Koenig, Lois Share to Be $1,000,000; Hutchins Gets Remainder

NEW YORK, Dec. 5—Xerox Corp., Rochester, will boost its advertising and sales promotion budget from $1,000,000 in 1961 to slightly more than $1,750,000 next year.

The advertising portion of the budget will amount to about $1,350,000.

Papert, Koenig, Lois, which acquired Xerox's line of office copiers last May, will handle a shade more than $1,000,000 of this. Papert billed $175,000 on the account this year. Hutchins Advertising, Xerox's other agency which billed $650,000 on the account in 1961, is scheduled to get $350,000 next year.

■ The company's budget information came on the heels of an address by Joseph C. Wilson, Xerox president, before the New York Society of Security Analysts.

Mr. Wilson said the company was confident that 1962 sales will triple the 1956 figure of $24,000,000, and that 1966 sales will be three times the current figure. For the first 11 months of 1961, sales were above $50,000,000, of which more than 50% was in rentals.

He said Xerox—which entered the office copier field only 20 months ago—will have about 2% of the machines in the market by the end of 1961; these will produce more than 25% of the copies. Mr. Wilson credited the difference to the fact that Xerox bucked a trend by designing a high-volume unit, the 914, instead of a smaller machine.

Office copiers formerly were made "more like typewriters," and although each was "little used," an aggregate supplies market of some $200,000,000 annually was built up. The Xerox president said there were about 400,000 office copiers in the U.S., and these produced about 3 billion copies each year. He estimated the industry's growth rate to be somewhere between 15% and 20% annually.

■ Xerox will "develop enormously" overseas via a jointly owned organization, Rank-Xerox. Xerox's share of Rank-Xerox is two-thirds of the profit after a minimum of $2,800,000 profit is reached, Mr. Wilson said.

In the next five years, Xerox expects to expand its U.S. and Canadian branches from 35 to 75, and its field sales staff from 1,000 to nearly 3,000.

Asked whether Xerox was concerned about competition from a copier reportedly being developed for IBM by Polaroid, Mr. Wilson replied, "Who wouldn't be concerned?" He reiterated, however, Xerox's position with volume equipment, versus a smaller unit of the type IBM plans. He added that thus far, Xerox had no competition for the copying materials it makes for its own equipment.

■ The company will use a "big chunk" of ad money to promote the 914, via Papert, Koenig, Lois, on "CBS Reports" in 1962. The rest of the 914 budget has been ticketed for b&w, two-color and four-color pages, and occasional spreads in business papers. The roster includes *Business Week*, *Dun's Review*, *Fortune*, *U.S. News & World Report* and *Wall Street Journal*. Also on tap is a wide list of smaller business publications for the 914 and for the phases handled by Hutchins (other xerography equipment, high speed Copyflo printers, and photo products). #

Rhodes Krist Davis Dussault

AIA OHIO—*Newly elected officers of the Central Ohio chapter of the Assn. of Industrial Advertisers in Columbus are Larry Dussault, North Electric Co., Galion, O., president; Milt Krist, Howard Swink Advertising Agency, Marion, 1st vp; Robert Davis, Tectum Corp., Columbus, 2nd vp; and Wayne Rhodes, Southard Printing Co., Columbus, treasurer. Not shown: Robert Gage, Acro division, Robertshaw-Fulton Controls Co., Columbus.*

Burnett Boosts Matthews; Names Cavett to New Post

Leo Burnett Co., Chicago, has appointed John E. Matthews vp in charge of copy and Charles Cavett to the new post of business manager of the copy department. Mr. Matthews, who joined the agency as a copywriter in 1951, was formerly vp, associate copy director and manager of the copy department.

Charles Cavett John E. Matthews

Mr. Cavett, who joined Burnett as a copywriter in 1952, was formerly a copy supervisor. In his new post, he will take over administrative work formerly handled by Mr. Matthews.

Lestoil Gears for Expansion; Names Five Marketing Execs

Lestoil Products Inc., Holyoke, Mass., shifting from a two-brand company to a multi-product corporation "with ambitious intentions," has added five sales and marketing executives. Donald D. Madden, formerly manager of field sales and operations of Colgate-Palmolive Co., has been named general sales manager, a new post. Owen J. Carroll, formerly a product manager of the Boyle-Midway division of American Home Products, has been named merchandising manager, also a new post.

William J. Massey, Lestoil's retail field sales manager, has been named field sales manager, a third new post. Marion T. Mocheski, who has been in Lestoil's sales promotion department, has been named sales promotion manager. Jeremiah H. Creedon has been promoted to marketing assistant.

Have You Discovered The Happy Medium Between Product & Corporate Advertising?

Discover the man who can both buy your company's products or services, and help "sell" your corporate image to America's 15 million individual shareholders.

This rare customer is the composite Barron's subscriber—made up of 150,000 individuals with an average net worth of $199,325 each!

Because these men make up the significant core of the business and financial community, they can afford just about any personal goods or services you have to offer. Also, as management executives, many of them have the last word on the purchase of billions of dollars worth of business products and services.

Because of the substantial amount of securities these men personally own—and the far greater amount which they influence and advise millions of others to buy—they play a major role in the shaping of corporate images, and the fate of corporate financing. And Barron's is their regular weekly working tool in arriving at their decisions.

Barron's is undoubtedly your happy medium for reaching these men both as investors and as customers...in a frame of reference that enhances the status of your company and your products.

If you haven't already seen the *new* Barron's—A phone call or note to the nearest office will bring a copy of the current issue—*fast*.

BARRON'S THE NATIONAL BUSINESS AND FINANCIAL WEEKLY BY DOW JONES

New York 50 Broadway
Chicago 711 W. Monroe St.
Chicopee Falls, Mass. 200 Burnett Rd.
Philadelphia 1528 Walnut St.
Los Angeles 2999 W. 6th St.
Detroit 448 Buhl Building

PORTRAIT OF A BUYER WHO KNOWS WHERE TO LOOK FOR THINGS

Buyers are the craziest people! Nothing stops them when they want product information. Nothing, that is, except the lack of it.

That's why there's a thing called Thomas Publishing Company. And that's why Thomas goes to all the bother of putting out a monthly newspaper full of product facts. They call it Industrial Equipment News. Buyers check IEN religiously for product news.

Thomas also puts out a huge 4-volume directory for industrial buyers. It's called Thomas Register. TR gives essential facts about 75,000 industrial product classifications. TR is complete, therefore buyers use it often.

To sell more to industry, advertise in IEN and TR. Published by Thomas, product information headquarters for the men who buy.

THOMAS

PUBLISHING COMPANY

Product Information Headquarters

461 EIGHTH AVENUE, NEW YORK 1, N.Y.

Phone: OXford 5-0500

Chilton Names Hook, McKenna in Exec Revamp

Six New Publishers Appointed; to Report to Two New Exec VPs

Robert McKenna George Hook

PHILADELPHIA, Dec. 7—Because of the substantial growth of Chilton Co. and the increasing diversity of its activities, a top management reorganization has brought two publishers into exec vp posts, and six new publishers have been named.

The board of directors of Chilton named George T. Hook, a company vp and publisher of *Iron Age* and *Aerospace Management*, exec vp.

Robert E. McKenna, a director and vp and publisher of many of the Chilton books, including *Marine Products*, *Electronic Industries*, *Hardware World*, *Product Design & Development* and before that, *Distribution Age*, became the second exec vp.

Both men will take over their new staff duties Jan. 1, and will divest themselves of line publishing duties.

■ Tom Campbell, now editor-in-chief of *Iron Age*, will become its publisher. E. C. Beaudet will move from managing editor of *Iron Age* to editor, replacing George F. Sullivan, who becomes editor and publisher of the new *Iron Age Metalworking International*.

Bennett Horshler, incumbent assistant publisher of *Aerospace Management*, becomes publisher.

Shelby A. McMillion, now Cleveland regional manager of *Electronic Industries*, moves to Philadelphia to become publisher of that publication.

William A. Barbour moves from editor of *Product Design & Development* to editor and publisher.

Bruce H. Dutton, now business manager of *Product Design & Development* and *Marine Products*, becomes publisher of the latter. All Chilton publishers will report either to Mr. McKenna or Mr. Hook under the new setup.

■ G. Carroll Buzby, president, said the executive realignment came about because Chilton had "grown so damned fast."

Besides other new operations, "we now have 20 magazines as against 12 when I became president six years ago," he said.

Until the realignment, Mr. Buzby had 54 people reporting to him; "now about 10 or 12 will still be reporting to me," he said. All publishers will report to Mr. Hook and Mr. McKenna, who in turn will report to Mr. Buzby.

Chilton's gross six years ago was about $11,700,000, said Mr. Buzby; this year's will be close to the $18,000,000 volume of 1960, he said.

Mr. Buzby denied the realignment was an attempt to prepare for his possible assumption of the chairmanship. "That is not something to be thought of in the immediate foreseeable future," he said.

■ Mr. Hook is a native of Mt. Carmel, Pa., and is a Marine Corps veteran of World War I. He attended Syracuse University school of journalism, then worked up through the ranks of a number of newspapers. He later became International News Service manager in Philadelphia and Harrisburg, and editor of the *Havana Evening Telegram*. He returned to the U.S. in 1925 to join Chilton, became managing editor of *Motor Age*, then editor of *Commercial Car Journal* and in 1949, publisher of the *Iron Age*.

Mr. McKenna came to Chilton in 1952 as publisher of *Distribution Age*. For five years before this he had been western manager, in charge of seven magazines published by Industrial Publishing Co. Before that he was associated with the old *Chicago Sun* and other midwestern newspapers. He is a native of Madison, Wis., and attended the University of Wisconsin and Creighton University. #

FIRST TIME—*For the first time, Rexall Drug has scheduled a color magazine page for cosmetics gift items. This page appears in the Dec. 1 issue of Vogue, with reprints and color counter cards to be displayed in some 10,000 Rexall stores. Batten, Barton, Durstine & Osborn is the agency.*

PROFITWISE
...SOME
NUMBERS
JUST
DON'T
ADD
UP

Local advertisers found it out a long time ago. So they spend their advertising dollars where they get, not just numbers, but customers. In New York, they advertise to the market's most responsive families...in the Quality Evening Newspaper that gets home, gets action, gets results . . . the World-Telegram. Year after year, the local advertisers give the World-Telegram total retail linage leadership in the evening field. No matter what you want to sell, follow the lead of the local advertisers . . . and the linage leadership of the World-Telegram. It delivers!

NewYorkWorld-Telegram
NEW YORK'S QUALITY EVENING NEWSPAPER

Scripps-Howard General Advertising Offices:
230 Park Avenue, New York City • Chicago • San Francisco
Detroit • Cincinnati • Philadelphia • Dallas • Los Angeles

K&E to Move in N.Y.; Names Two; Adds Olga Co.

Kenyon & Eckhardt, New York, will move its offices in 1963 to the new Pan American Bldg., now being built over Grand Central Station. The agency will lease five floors for its 650 New York employes. The offices will include a closed circuit tv network, testing kitchens, a supermarket and a computer area.

K&E has named Allan Kaufman, formerly creative director of North Advertising, senior copywriter in New York. Eric J. Miller, formerly with F. H. Hayhurst Co., has joined K&E in Toronto as an account supervisor. Olga Co., Van Nuys, Cal., foundation garment manufacturer, has appointed the agency's Los Angeles office to handle consumer advertising. The company had been a direct advertiser.

'Construction Equipment' Will Revert to Original Title in '62

Conover-Mast's *Construction Equipment* will resume its original name of *Construction Equipment & Materials* with the January issue. No editorial, circulation or rate changes are planned.

The change is designed to identify its contents more accurately. Launched in October, 1949, the monthly adopted the shorter title a few months later. Circulation is now 59,870.

Studebaker Boosts Detzler

Dickson F. Detzler, formerly manager of the marketing analysis department of Studebaker-Packard Corp., South Bend, Ind., has been appointed assistant to Lewis E. Minkel, vp of advertising.

Merilees Joins Tourist Unit

Harold J. Merilees has been named managing director of the Greater Vancouver Tourist Assn. He formerly was general executive assistant to the president of B. C. Electric.

Scandinavian Airlines System surveys customers and prospects, finds Newsweek the most efficient newsweekly!

SAS, in cooperation with Newsweek, conducted a study of people who travel abroad. The findings shown at right prove that Newsweek reaches important customers of this leading international carrier at lower cost than either Time or U. S. News & World Report. Also, Newsweek placed third among all twelve magazines mentioned, and ahead of seven other magazines known for heavy travel advertising. Get the full report from your Newsweek representative.

	% coverage Base: 1,607	*Cost per mention**
Newsweek	32.2	$16.24
U.S. News & World Report	22.8	$18.31
Time	47.2	$20.27

**Based on "Readers within the last two weeks" and 1962 Black & White page rates.*

***NEWSWEEK** by industry's own measurement . . . the most efficient newsweekly*

Average U.S. Home Can Get 4.4 TV Stations; Actually Views 2.8: Nielsen

Study Also Shows Radio Listening Confined to 2.7 (of 8.7) Stations

NEW YORK, Dec. 7—With how many radio and tv stations does the average American home spend its listening and looking time?

A preliminary analysis of data collected in the 1961 Nielsen Coverage Service for radio and tv indicated that the average U.S. home in the average county had a choice of 4.4 television stations but tuned in 2.8 a week. As John K. Churchill, vp in charge of Nielsen local broadcast services explained, the choice would have been narrower for tv except that "station operators and set owners have increased the available tv service by special antennae, boosters, translators, satellites and wired services" to compensate for the lack of stations.

The average home spread its radio listening hours over 2.7 stations from a choice of 8.7 reportable under the Nielsen standards.

Field work for radio was done in October-December, 1960. The television balloting covered February-April, 1961. Some 175,000 ballots were tabulated for radio and 185,000 for tv. There were 565 reportable tv and 3,376 reportable am and fm radio stations. A station was reported if it served at least 10% of the total homes in a county.

■ The widest spread for tv viewing was in the south Atlantic states, where the average home watched 3.4 of 4.8 reportable stations weekly. In the west north central states the average number of radio stations tuned per home was 2.8, from a range of 8.4 The same average per home was reported for the east south central area, from a choice of 9.3 radio outlets.

Mr. Churchill noted that the concentration on television in the greatest population areas tended to offset their use of radio. He attributed the unusual amount of shopping around in the south Atlantic states to the fact that many stations in those areas do not carry complete network schedules. This, it was indicated, makes for more searching around as the viewers seek out programs.

A look at tv and radio from this vantage point is the first material to be released from the '61 Nielsen Coverage studies. The last study for tv was published in 1958 and the last for radio in 1956. More complete data, in terms of homes reached by radio and tv for the country as a whole, for regions, and for metropolitan and rural areas, will be released in about two months. #

Cynicism Among Consumers Grows, Casselman Says

BOSTON, Dec. 5—Television and products with minimal competitive advantages are the two major influences behind a growing consumer cynicism toward advertising, according to Robert C. Casselman, vp in charge of sales of Polaroid Corp.

"People are beginning to develop a hard crust disbelief of advertising," Mr. Casselman told a luncheon meeting of the Advertising Club of Boston last week.

"Television advertising is often unchaperoned. Much of it doesn't get looked over by the advertisers' top officials as printed advertising does," he explained.

As a result, he added, things often get by on tv that wouldn't in print.

Marginal-difference products, he said, often make loud claims that really mean nothing. When products differ only slightly, he said, advertising often resorts to this form of flimflam.

■ Mr. Casselman called for increased good sense in advertising, saying:

"This is a world today in which the U.S. is in an economic war with other countries. To have advertising lose its power through abuses could seriously undermine this country's position in the world market."

The worst aspects of American advertising already have spread across the Atlantic, he said. #

Doner, Harrison Reported Merging

NEW YORK, Dec. 7—A reported merger between W. B. Doner & Co. and Lester Harrison Inc. has not been "signed, sealed or delivered," but it may occur in the next couple of weeks.

Linking the two shops would produce billings of "around $5,500,000 to $6,000,000." Executives of both agencies have approached the subject in kid-gloves fashion because of problems accompanying any merger. The heads of Doner and Harrison have termed any announcement "premature" at this point. However, it seemed today as if a deal was in the making.

Lester Harrison, president, shrugged off a report that his agency would be "absorbed" by Doner. He said Doner has two and one-half floors at 400 Madison Ave., while his shop has its own building at 210 E. 50th St. "With the rent Doner is paying there," quipped Mr. Harrison, "if that's our profit next year, I'll settle for it."

He appeared delighted over cost reduction possibilities of a merger, and said he would be "proud" to have Doner's "greater depth of talent" to draw on. "When we run a campaign for Omega watches, for example, there would be a big advantage," he said.

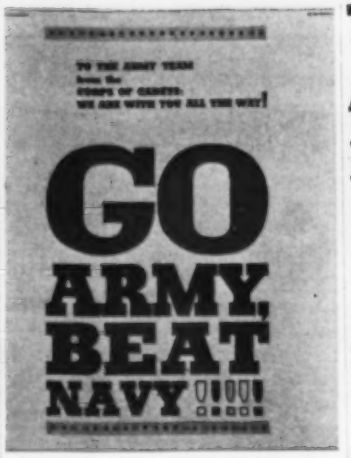
■ The Doner agency seemed equally pleased. Sanford L. Hirschberg, president, mentioned Harrison's "numerous facets in the fashion and department store fields." Said the Doner exec: "A retail-oriented background like that can be put to use in any products area, hard goods or otherwise."

Harrison has had heavy experience in running specialized retail sales promotions for both manufacturers and department stores. Currently it is servicing around 45 stores on direct mail promotions and has served "more than 100" in the past few years. Many are blue chip retailers.

ADVERTISING AGE estimated that the Harrison organization billed $4,268,000 in 1960, including $68,000 in capitalized fees. Its employe roster was put at 58. Doner's current billings are $3,500,000; it has 37 employes. #

Simoniz Appoints Bishop

Jack L. Bishop, general product promotion manager of Simoniz Co., Chicago, has been appointed director of merchandising and new product development, a new post. He joined the company earlier this year from the Boyle-Midway division of American Home Products Co., where he was in charge of new product development.



ARMY GAME—*This is the ad the Cadets ran in the Philadelphia Inquirer on the day of Army-Navy game.*

Ad Was Clear, but Army Didn't Get the Point(s)

PHILADELPHIA, Dec. 7—Does advertising pay?

Apparently not for the Corps of Cadets at West Point.

In their enthusiasm for a victory over Navy in the annual gridiron struggle between the service academies at Municipal Stadium here, the cadets assessed themselves 50¢ per capita to buy a half-page in the *Philadelphia Inquirer* of Dec. 2—the morning of the game.

Copy was simple, terse:

"Go Army, Beat Navy!!!!"

But the Annapolis boys apparently couldn't (or didn't) read the copy, because they proved rotten to the Corps in a 13 to 7 victory.

And the ad's $1,100 cost was all in vain.

The insertion was the inspiration of Cadet Lt. Howard Bruce, of Belton, Tex., who broached it to fellow cadets. They greeted the plan with such fervor that before taps on the Tuesday before the game they had the ad budget collected, and Cadet Lt. Prince phoned the insertion order and the copy to the *Inquirer* early Wednesday morning.

■ Army has triumphed over Navy exactly once, in all sports, in the past two years, and then at lacrosse. The cadets wanted to show a united front, said Cadet Lt. Prince, because today's first classmen are the only West Point students who can recall a victory.

The cadets, in conformity with good advertising practice, followed up the ad with direct mail; each Army player received from 30 to 50 letters urging him on to victory. Apparently Navy's goat got hold of and ate them all. #

Goodman Leaves Warwick

Juke Goodman, vp and art director of Warwick & Legler, New York, has resigned after four years on the Revlon account, following the recent departure of more than $5,000,000 of Revlon billings from the agency. Now on a month-long southern cruise, Mr. Goodman will announce his future plans after Jan. 1.

NBC Adds Two Stations

WOKE, Charleston, S.C., which has been an ABC affiliate, will join NBC Radio, effective Jan. 1. NBC's Charleston affiliate has been WTMA. WGAR, Cleveland, will move to NBC Radio from CBS, with which it has been affiliated for 25 years. WGAR will replace WJW, NBC's current Cleveland affiliate, about May 1.

Tide Shift Seen Affirming Basic P&G Aim: Volume

Pioneer Detergent's Market Share Halved by New Brands—Some P&G's

CHICAGO, Dec. 5—Now that the dust has settled, Procter & Gamble's decision to transfer its $11,500,000 Tide account to Compton Advertising from Benton & Bowles (AA, Dec. 4) may be viewed as a conflict between two longtime P&G operating principles: (1) Patience with agencies, and (2) volume.

In a fiercely competitive market where a 0.1¢ in a product's cost can make a difference of $100,000 in its net profit, P&G is committed to volume as the key to its selling philosophy.

In Tide, the mammoth soap maker could be said to have launched a Frankenstein whose progeny have turned on the old man and beaten him down to size. Tide, the pioneer detergent, whose share of the national market once was 33% (60% in some markets), has progressively been nibbled at by competition until this year its share of market is down to 19%.

■ Some of the rivals are—characteristically—P&G's own products. The company has long pursued a "go it, wife, go it b'ar" course with its own brands. Its detergents—including Premium Duz, Joy, Cheer,—number more than a half dozen brands, some of which may well have been the "new" Tide which B&B agitated for—but which, when developed, became separate brands.

B&B, as AA pointed out last week, is not so glum as many another agency might be at losing a whopping account such as Tide. The agency still has seven P&G products, and it may well have others not yet being marketed nationally.

Procter & Gamble, which has nine agencies handling 35 products sold nationally, has written a number of new chapters in American advertising and marketing history in becoming America's biggest soap maker and second largest advertiser. A number of its innovations, in fact, may well have had a profound effect on the U. S. economy.

■ Item: In more than 50 years as an advertiser, P&G has been forced to sever relations with only three agencies—a record which advertising circles increasingly regard as phenomenal.

Item: Procter & Gamble was the first in the soap industry to establish a guaranteed 48-week employment year for hourly wage earners. Significance of this to the advertising business is that P&G started a determined effort, 35 years ago, to level out the peak and valley production cycle which had historically resulted from jobbers' buying on a seasonable basis.

In order to reach this objective, the company had to sell soap in more consistent quantities. This required setting up a program of continuous, effective advertising.

■ "Volume," said ADVERTISING AGE 11 years ago (AA, May 1, 1950), "is a key to P&G's selling philosophy.

"The company has been offered—and has developed—many products which were interesting and useful, but unless they promised volume, the company had no interest in them.

"[This] stems from a stark fact of the soap business: While volume is large, profit margins are narrow. Costs are figured in cents, profits in mills, and the closest kind of penny-watching is a concomitant of success."

Procter & Gamble, which has developed a conscious philosophy of how to develop, make and market products at a profit, may well be unique among U. S. marketers. Others may have exceeded P&G in gross volume in some years; others reap bigger profit percentages in some years.

■ But few American corporations can point to a consistent earning record of more than 70 years as a publicly held company during which time it never has lost money—and hasn't missed a dividend.

Volume has been P&G's goal, and various the routes by which the company reached it. From the start in 1837 the partnership of William Procter and James Gamble manufactured and wholesaled "soap, candles, Oleine, German and Palm soap, lard oil, pearl starch and fancy soaps."

In 1960, the company reached a volume of $1,541,904,779 on 35 national brands.

■ It now makes soaps—bar, flakes, granules; synthetic detergents—granulated, liquid and tablet; cleansers—granulated, powder and liquid; fabric softener; bleach; shampoos; toothpastes; paper products, facial and toilet tissues; a home permanent; a deodorant; peanut butters; baking and pancake mixes.

This is Procter & Gamble's agency and product lineup since the Tide shift:

- **Compton Advertising**, New York—Tide; Crisco; Gleem; Comet; Ivory Liquid; Duncan Hines layer cake mixes; Cascade; Ivory soap; Duz soap, Crisco oil, Drene.
- **Dancer-Fitzgerald-Sample**, New York—Oxydol; Dreft; Gain; Dash; White Cloud; Puffs; Thrill; Blossom.
- **Benton & Bowles**, New York—Charmin paper products; Crest; Ivory Snow; Fluffo; Prell; Whirl; Zest.
- **Leo Burnett Co.**, Chicago—Camay, Joy, Salvo, Lava, Secret.
- **Gardner Advertising**, St. Louis—Jif peanut spread; Duncan Hines baking mixes (Early American cake mixes, Dutch-Topping cake mixes, brownie mix, pancake mixes and muffin mix).
- **Grey Advertising**, New York—Premium Duz detergent; Downy; Ivory Flakes; Big Top peanut butter; Lilt.
- **Tatham-Laird**, Chicago — American Family flakes, detergent, bar; Mr. Clean.
- **Honig-Cooper & Harrington**, San Francisco—Clorox.
- **Young & Rubicam**, New York—Cheer, Spic & Span. #

'This Month,' Pocket-Size Monthly, to Bow Jan. 9

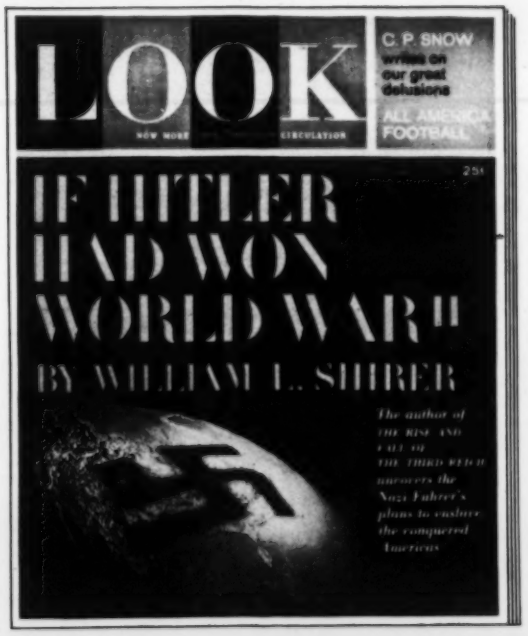
A new general monthly, *This Month*, will bow with a February issue on Jan. 9. Published by Gilberton Co., New York, which publishes comics-style *Classics Illustrated* for children, the entry will be pocket-size; will have a circulation guarantee of 500,000; and is shooting for 700,000 copies initially. Distribution will be handled by Curtis Circulation Co., which formerly worked with the defunct *Coronet*. Cover price is 35¢; subscriptions are $4 a year.

Each issue (the first will have 160 pages) will carry 18 to 20 articles, a book condensation, two or three picture stories, and some columns, mostly humorous. *This Month* is "not actively selling inside pages"; one-time four-color prices are $2,300 for the fourth cover; and $1,850 for the second and third. Good-Laidley-Hanna has been named advertising representative; Albert J. Kaufman, formerly Gilbertson's sales manager, has been named circulation director; and Jonathan Kilbourn, a former editor of *Look*, editor.

Clark Heads ANA Group

Douglas Clark, assistant vp of Joseph E. Seagram & Sons, has been named chairman of the newspaper advertising committee of the Assn. of National Advertisers.

This is the biggest issue in the biggest quarter of the biggest year in LOOK history


LOOK
NEW MASS CIRCULATION
C. P. SNOW writes on our great delusions
ALL AMERICA FOOTBALL
25¢
IF HITLER HAD WON WORLD WAR II
BY WILLIAM L. SHIRER
The author of THE RISE AND FALL OF THE THIRD REICH uncovers the Nazi Fuhrer's plans to enslave the conquered Americas

It is the current issue—the 647th to be published by LOOK. It is the last issue of LOOK's 25th anniversary year. It is the biggest LOOK issue ever in advertising revenue. Selling over 7,000,000 copies,* it may well be the biggest in circulation. It climaxes the biggest quarter of the biggest year in LOOK history.

Like all LOOK issues, it brings new understanding to the affairs of our world by focusing on the people involved. With it, LOOK completes a quarter century of unparalleled growth. This growth will continue, for we believe success is a journey—not a destination. And the most significant story of all will *always* be the exciting story of people. LOOK—THE EXCITING STORY OF PEOPLE.

**Publisher's estimate*

CIRCULATION NOW OVER 7,000,000

Can't Keep Magazines from Battling, Replies Kenyon to 'New Yorker's' MAB Resignation

NEW YORK, Dec. 7—*The New Yorker's* decision to resign from the Magazine Advertising Bureau on Jan. 1 because of the MAB's concentration on "mass circulation vs. television audience," has prompted the Magazine Publishers Assn. to issue a memo on the subject to MAB member companies to "tell both sides" and to "clarify any wrong impressions."

Here are the two sides:

The New Yorker's decision to quit the MAB resulted from the following considerations, according to an executive of the magazine:

1. "We felt the public washing of magazine laundry by some magazines wasn't doing the industry any good, as witness the fracas between Curtis and McCall's. The MAB never actively discouraged inter-magazine sniping, and as a matter of fact, its membership included people fighting each other.

2. "The MAB's policy has grown more and more anti-television, and it has become more and more dominated by the mass magazines, with resulting less attention given to smaller circulation books. The voice of the selective magazines, like us and *Business Week*, *Fortune* and *Forbes*, was becoming too much a minority voice."

3. "The MAB was getting too far into the area of merchandising —members were giving away things to advertisers like counter cards, display materials, trade shows.

4. "The MAB leadership is continually recruited from the ranks of the mass magazines."

■ *The New Yorker* said it felt there is "an important cooperative selling job" to be done by magazines—and that the MAB is not doing it.

"The MAB should have task forces out talking to big advertisers like Procter & Gamble; it should be presenting the positive values of magazines, particularly the selective magazine story," it said.

■ Robert E. Kenyon Jr., exec vp of the Magazine Publishers Assn., in answering, told ADVERTISING AGE:

1. "We agree that inter-magazine battles aren't good for the industry. But an association cannot tell a member what it must do independently. If MAB said, 'Clam up or get thrown out,' there would be no teeth to implement such a directive. An association cannot operate that way, legally."

2. "Two MAB studies, 'The Profitable Difference' and 'The Psychological Difference,' pointed up as many advantages for magazines alone, as for magazines versus tv. *The New Yorker* can make as much use of the data as someone battling tv.

"The purpose of MAB is to develop more advertising dollars for the magazine medium. If there is reference to tv, it is because we are out to increase our share of the market.

"On the attention to smaller books, I don't think selective magazines like *Business Week*, *Fortune*, *Forbes* and *The New Yorker* have become small voices.

3. "MAB has never been involved with giveaways to advertisers by magazines. In the merchandising category, MAB has had two projects: The first is a continuing service to advertisers whereby they can get free their total magazine circulations in any combination of counties. Magazines involved split the cost; this rarely goes as high as $50 each. Second, MAB has prepared three different films which are shown to advertisers' sales staffs. That's the extent of it.

4. "When *The New Yorker* says MAB recruits from mass magazines, I don't know what it means. We recruit from a cross-section. A breakdown of the other 29 publishers who contribute voluntarily to MAB's ad program goes like this: Five have individual annual revenues less than $500,000; eight have from $500,000 to $5,000,000; five have $5,000,000 to $25,000,000, and 11 have a yearly revenue figure of more than $25,000,000.

"On the 15-member MAB committee, there are six whose annual revenues are less than $25,000,000. Also, since representation on MAB's three subcommittees (sales, research and promotion-merchandising) is derived from the 30 contributors and the 15-man main body, a cross-section still exists."

■ Mr. Kenyon replied to *The New Yorker's* suggestion that MAB set up a cooperative sales task force by saying that the subject was discussed "many times within MAB," and "may occur" in the future.

The New Yorker's resignation from MAB does not affect the magazine's membership in MPA.

Bar Nets' Sales of TV Time, House Committee Urged

WASHINGTON, Dec. 7—A Milwaukee advertising agency head told congressional investigators today that tv networks should be prevented from selling advertising time.

James W. Martin, president, J. W. Martin Inc., told the House small business committee that networks now control the time on 90% of U. S. tv stations. The law restricts the number of stations that can be owned by any one organization, he commented, "but as far as the networks are concerned, they own everything of an affiliated station except the mechanical equipment—time, programs, advertising, anything."

■ Mr. Martin was one of a series of witnesses at a two-day hearing which delved into difficulties faced by small companies which report trouble getting tv time. One witness said Atlanta stations refused to sell time for a 15-minute organ concert which he wanted to sponsor. A Davenport appliance dealer testified under subpoena that stations in his community displaced "Cannonball," which he sponsored, at a time when he was still committed for another $3,000 to the syndicator.

■ Mr. Martin, who said he has been in the agency business since 1919, said his total business "would not be a drop in the bucket" for the big Madison Ave. agencies "who, through sponsors, control practically all the prime television time." He said his client, Jetron Co., Milwaukee, is trying to market a furniture polish in competition with Johnson's wax and Simoniz. But it has been unable to get any programing time in prime-time periods on the Milwaukee stations. #

TvAR Boosts Shapiro

Marvin L. Shapiro has been promoted from account executive to the new post of eastern sales manager of Television Advertising Representatives, New York, the station representative subsidiary of Westinghouse Broadcasting Co.

HOME SWEET HOME —*Eastman Kodak is providing dealers with this point of sale display to promote the idea that "there's no place like home—for pictures." The Kodak pre-Christmas campaign is designed to "keep cameras and projectors active at a time when people have most enthusiasm for them—when they're new." J. Walter Thompson Co. is the agency.*

Dissolve ARF, Politz Blast Urges

(Continued from Page 1)

atives.

The monograph—titled "Is Progress in Advertising Research Endangered by the Advertising Research Foundation?"—urges eight possible actions against the ARF. In addition to dissolution, these are:

(1) Withdrawal of "official" membership in the ARF by the Assn. of National Advertisers and the American Assn. of Advertising Agencies; (2) abandoning by the ARF of its consultation service; (3) having all ARF technical statements and activities emanate from the ARF's unpaid volunteer members; (4) the ARF to abstain from sponsoring books and periodicals; (5) revocation of the claim that the ARF is not in competition with independent research organizations; (6) revocation of its claim of impartiality; and (7) revocation of its claim of raising advertising research standards.

■ The president of Alfred Politz Research says the ARF had "noble" goals, but that its actions "may have led to undesirable effects."

The researcher lists the main points of his monograph as follows:

"1. The ARF is non-profit. Clearly, in emphasizing this feature, the ARF must believe that this status is a virtue, a belief which is perhaps erroneous.

"2. The ARF has implied that it is not in competition with profit organizations which make their living in advertising research. Legally, of course, the ARF does have the right to compete, but the implication of non-competition may be untenable.

"3. The ARF stresses in its promotion that it is tripartite (advertisers, advertising agencies and advertising media). There is a virtue implied by this, that is, that such a grouping contributes to a kind of impartiality, objectivity and balanced interest. I submit that the ARF is, in reality, a hierarchy in which each participating party recognizes its superior or inferior status—and acts accordingly.

"4. The ARF further promotes itself with the claim that it raises advertising research standards. This may be the case in some instances; however, there are serious signs that the ARF also lowers standards and contributes thereby unwillingly to mediocrity."

■ Mr. Politz charges, "It has become politically more important for media to have an ARF endorsement of their studies than to maintain high-standard research.

"The two aims should not be confused," he adds. "Media are left with little reason for being concerned about the real quality of their research once the ARF staff has advised them how it should be undertaken. The many technical blunders contained in ARF 'official' statements and writings make it unlikely that the 'consultation' can create research on a high operational level."

Mr. Politz also criticizes the ARF for lending its support to research fads. He cited its promotion of motivation research, and its current support of "operations research."

Calling the ARF's magazine, "The Journal of Advertising Research," an "unnecessary" quarterly, Mr. Politz charges that it is a publication "which disseminates views selected by the permanent paid staff" of the ARF, and not those of volunteer members.

"It is quite possible that the ARF on occasion does improve a piece of very poor research," writes Mr. Politz. "It is also quite possible that the ARF, for reasons already cited, often hinders good research. The chances are that the ARF, through its consultation service, creates and protects mediocrity, that the existence of ARF's consulting service has lowered the need for high research standards."

■ In a letter accompanying his monograph, Mr. Politz says that when the ARF was reorganized some 10 years ago, "I was among those who felt hopefully that the advantages connected with the new enterprise outweighed the easily observable shortcomings. I, therefore, recommended to many of my clients that they support the organization by becoming members. Unfortunately, I cannot make this recommendation today."

Sale of Honolulu Papers Closed Dec. 4, Broker Reports

The deal for the sale of 51.4% of the stock of the Honolulu Star Bulletin Ltd.—formerly held by the estate of the late Joseph Farrington—was closed Dec. 4, according to Vincent J. Manno, an associate of New York tv broker Howard E. Stark, who handled the negotiations in Hawaii. The deal was finalized after the collapse of legal efforts by Mrs. Elizabeth Farrington to block the sale.

The stock was sold to a group of Hawaiian business men headed by J. Ballard Atherton, president of Hawaiian Telephone Co., Alexander S. Atherton, vp of Hawaiian Trust Co., and Chinn Ho, president of Capital Investment Co. The group, which hopes to buy the rest of the shares from other stockholders for $53 a share, paid approximately $5,800,000 for majority control. Honolulu Star Bulletin Ltd. owns the *Honolulu Star Bulletin*, the *Hilo Tribune Herald* and KGMB and KGMB-TV, Honolulu, as well as satellite tv operations in Hawaii. The broadcast sales are subject to the approval of the FCC.

24 TV Stations Shun Fabian 'Bus Stop' Show

Two of Three Sponsors Bow Out; Show Scores Highest Arbitron to Date

NEW YORK, Dec. 6—"No" was the answer of 24 tv stations to ABC-TV's "Bus Stop" show Sunday. The Dec. 3 hour show featured a teen age idol as a psychopathic killer.

Following the lead of the show's sponsors, Brown & Williamson Tobacco Co. and Singer Sewing Machine Co., the stations voiced their vetoes in unprecedented numbers for an entertainment show (AA, Dec. 4). Among the stations turning thumbs down on "A Lion Walks Among Us" reportedly were: WLW-A, Atlanta; WLW-D, Dayton; WFIL-TV, Philadelphia; WLW-I, Indianapolis; WNAC-TV, Boston; WTVN-TV, Columbus; WKRC-TV, Cincinnati; WSPD-TV, Toledo; WFAA-TV, Dallas; WLBW, Miami; WROC-TV, Rochester; WHBQ-TV, Memphis; WSIX-TV, Nashville; WITI, Milwaukee; KETV, Omaha; KCPX, Salt Lake City; KBTV, Denver; WOI-TV, Des Moines; WBRC-TV, Birmingham; WTAE, Pittsburgh; WNHC-TV, New Haven; WMTW-TV, Poland Spring, Me.; WLYH-TV, Lebanon, Pa.; and WKYT, Lexington.

■ The original title of the show, "Told by an Idiot," was changed, but there were no other significant changes from the original script, one agency man noted. Resoundingly panned by the critics, it featured rock-'n-roll singer Fabian in his first tv dramatic appearance.

The teen actor was shown (1) making a pass at a woman driver, (2) robbing and murdering an elderly man, (3) lying, and (4) brawling in a drinking place filled with youngsters.

The lone advertiser on the show was Warner Bros. Co., which bought into the series on a one-time basis to promote an upcoming picture. The buy was made through Blaine-Thompson Co.

Archibald Foster, account supervisor for Brown & Williamson at Ted Bates & Co., said it was debatable whether "such a show should be run Sunday at 8."

■ Mr. Foster pointed out that the "environment in which advertising appears is subject to the advertiser's policy" and Brown & Williamson didn't feel this show offered a good climate for its commercials. But, he emphasized, "We're not mad at anyone. The network was quite within its rights to program what it wants, and, in this case, they showed fortitude to go ahead."

The two one-minute commercials which Brown & Williamson had originally scheduled on the Fabian show will be rescheduled another time, probably in a subsequent segment of "Bus Stop," Mr. Foster said.

Hal Horton, director of advertising for Singer, said his company's two commercials, originally set for last Sunday, will be run Dec. 17. Mr. Horton said, "Singer refused to be on the show because it was not in good taste and not the kind of show that should go on the television screen. We told the network so." Young & Rubicam is the agency for Singer.

■ Suffering from anemic ratings all season, "Bus Stop" received its highest rating for the series last Sunday, according to the overnight Arbitron. #

PRIMA

Crayola Has Artists on Teaching Tours to Broaden Market

NEW YORK, Dec. 5—Binney & Smith, which has been making Crayola crayons since 1902, this year again is attempting to broaden the market by teaching people how to draw.

The company employs 10 artists, all with masters degrees in art, to rove the country instructing groups of up to 50 elementary and high school teachers on the techniques of drawing. Binney & Smith estimates that its artists give lessons to about 16,000 people a year.

The crayon maker also maintains a studio here to give special instruction to smaller groups and visiting teachers and also to prepare artwork for salesmen and for conventions, such as the National Art Education Assn. and the National Scholastic Supply & Equipment Assn.

Although most of the company's volume is at retail, "a substantial portion" comes from sales to schools, sold through school supply wholesalers or negotiated directly with individual states' school systems. Binney & Smith also sells through regular wholesalers, to reach retail outlets, and direct to chains such as Kresge and Woolworth.

■ Binney & Smith's advertising, which amounts to about $400,000 a year, is aimed at "helping the child in some way, giving him something he can understand and comprehend," according to George Lampros, director of advertising and sales promotion.

This year the company sponsored "Captain Kangaroo" on 130 CBS-TV stations and Shirley Temple on NBC. In addition, Binney & Smith has been running color pages in *Parents' Magazine*. Advertising is on a year-around basis, since the company has found that even in the summer months crayon usage holds up.

Crayola crayons these days come in sizes from six for 10¢ to 72 for $1.98 (64 crayons plus extra reds, blues and blacks). The $1.98 size includes a patented built-in sharpener and a book of coloring projects.

Chirurg & Cairns, New York, is the agency. #

Hall Adds Spencer Kellogg

Spencer Kellogg, agricultural chemical division of Textron Inc., Buffalo, has appointed Melvin F. Hall Advertising Agency, Buffalo, to handle its advertising, effective Jan. 1. Hall has handled advertising for Spencer Kellogg's Linaqua, water-soluble linseed oil paint vehicle, for the past year.

Pitzer Named Manager

Bill Pitzer has been appointed manager of the Chicago advertising office of *Successful Farming*, succeeding Bob Olsen, who resigned to join *Reader's Digest*, Chicago, as a salesman. Mr. Pitzer joined the magazine in 1941.

Jaqua Adds Mitts & Merrill

Mitts & Merrill, Saginaw, has appointed Jaqua Co., Detroit, to handle its advertising, effective Jan. 1. The company says that an extensive ad campaign will be instituted immediately for its new carton shredder system.

Elvinger Adds Account

Elvinger, Paris, has been named to handle advertising for Societe des Biscuits Gondolo, which it reports is controlled by National Biscuit Co., New York.

ABC Promotes Four

Loomis C. Irish has been promoted from manager of sales service for nighttime to the new post of director of sales service of ABC-TV, New York. Succeeding Mr. Irish as manager of nighttime sales service is John McAvity, formerly eastern sales service manager. Mark Cohen, previously supervisor of estimating, has succeeded Mr. McAvity as manager of eastern sales service. Daniel P. Galogley, an account service representative in the station clearance department of ABC Radio, has been named to the new post of manager of station clearance.

Three Join Nides, Cini

Mrs. Florie Field, formerly with Goodman Organization, has joined Nides, Cini Advertising, Los Angeles, as media director. Barbara Lappin, formerly in the fashion field, has joined the agency's media department. Jay Ferrell, previously with Miller, Mackay, Hoeck & Hartung, has joined Nides, Cini as production manager.

Abbott Boosts Pratt

William D. Pratt has been promoted from advertising manager to director of advertising of Abbott Laboratories, North Chicago, Ill. His new title follows a title change for Charles S. Downs, from vp of advertising and public relations to vp of public relations (AA, Oct. 16). Mr. Pratt has been with Abbott since 1951.

PUBLISHER'S REPRESENTATIVES
NEW YORK
551 5TH AVE., N. Y. 17
MU 2-5253
CHICAGO
6 NO. MICHIGAN AVE.
ST 2-8996
WALTER E. BARBER CO., INC.

The people* who buy most of what you have to sell

read THE PLAIN DEALER
YOUR BEST NEWSPAPER ALL DAY IN CLEVELAND, OHIO

** Did you know that the Cleveland Market's Retail Sales are larger than anyone of 38 Entire States?*

Represented by Kelly-Smith Co., New York, Chicago, Detroit, Philadelphia, Boston, Syracuse, Atlanta, Los Angeles, San Francisco, Miami. Member of Metro Sunday Comics and Magazine Network. Eastern Travel and Resort Representatives: The Corfield Co., 527 Lexington Avenue, New York 17, New York

Non-Duplication!

The vast majority of high-income managerial and professional people who buy and read "U.S.News & World Report" each week cannot be covered by advertising in any other news magazine.

Important people are busy people—and they seldom read more than one news magazine. This makes the strong news magazine field a highly non-duplicated, efficient and effective advertising buy. That's why it's the first choice among *all* advertising media for covering America's best customers and prospects.

Among the three weekly news magazines, there is a "first choice" too. It is "U.S.News & World Report." This is the magazine preferred by key people in business, industry, professions, government and the community. That's because it is the only magazine that concentrates *exclusively* on reporting in depth the essential news these people need and *use*. And research studies show that even in those cases where the subscriber gets more than one news magazine, "USN&WR" is the preferred magazine by a substantial margin.

Being "first choice" with so many important readers makes this magazine "first choice" with so many important advertisers. More and more of them regard it as—

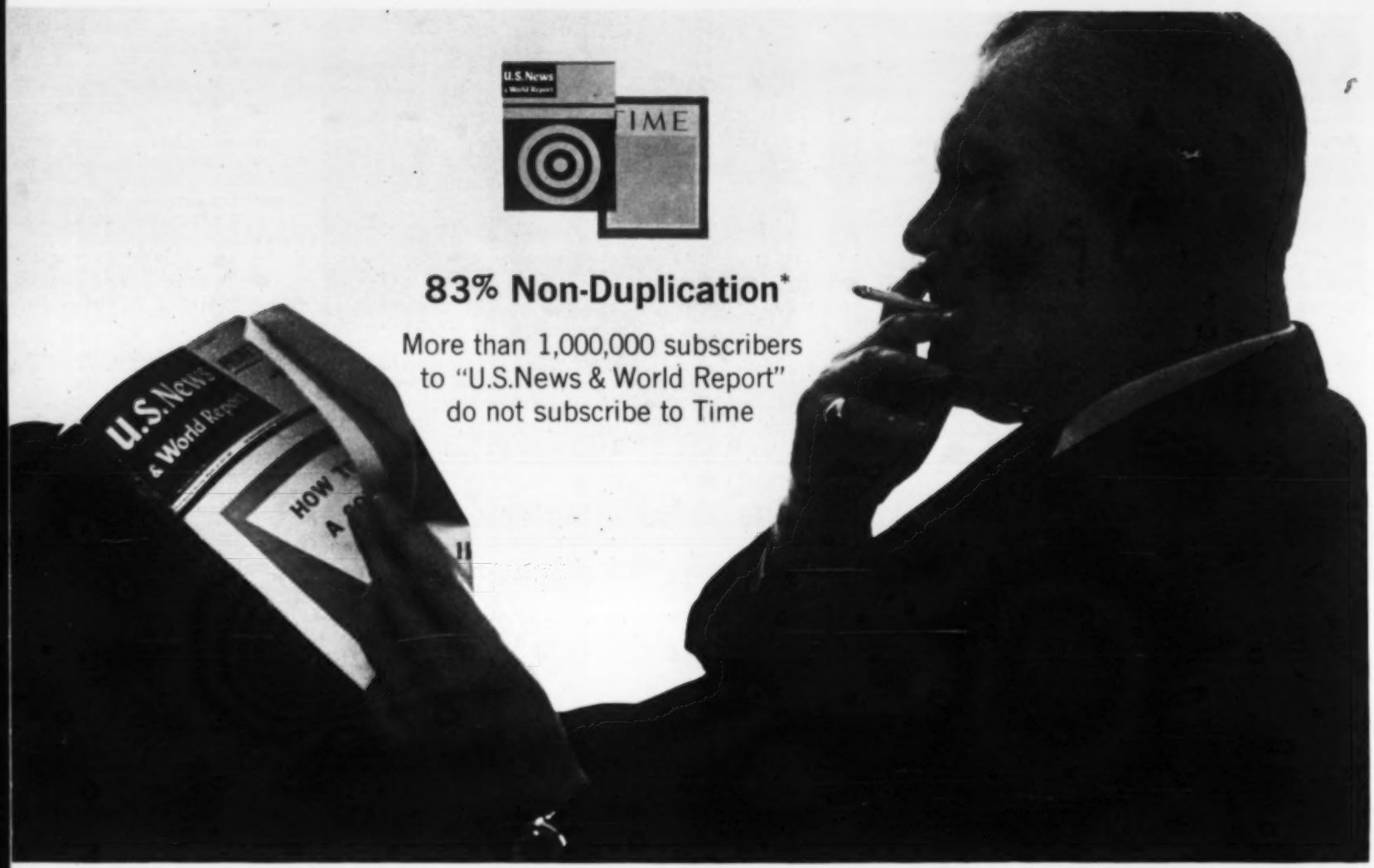
...the most important magazine of all

U.S.NEWS & WORLD REPORT

"Useful News for Important People"

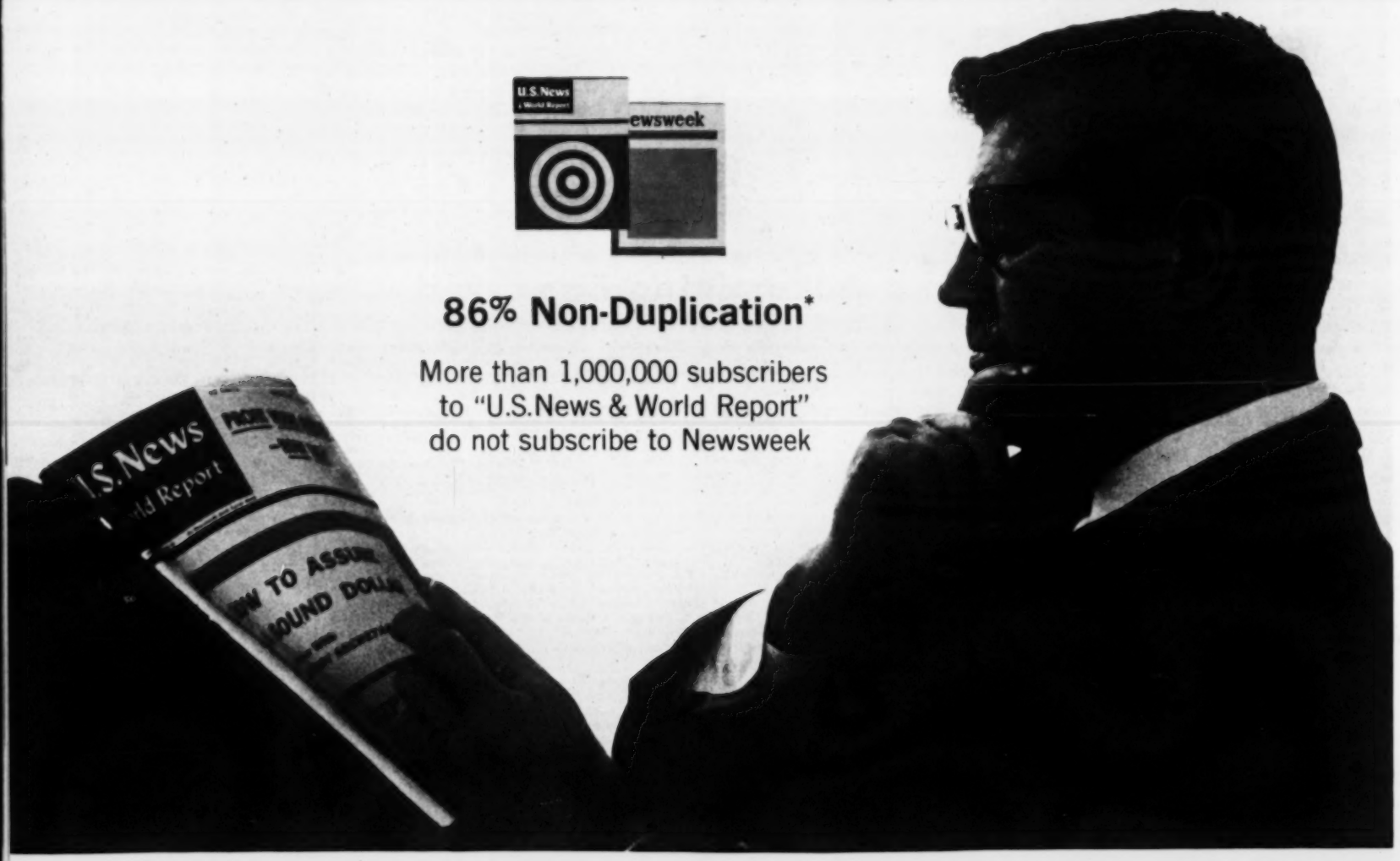
NOW MORE THAN 1,225,000 NET PAID CIRCULATION

**Sources:* "USN&WR" Family Readership Study, 1961, and "USN&WR" Continuing Reader Preference Studies Among Key Groups, 1961. Full reports at your advertising agency or our advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Cleveland, Detroit, Pittsburgh, Chicago. St. Louis, San Francisco, Los Angeles, Washington, and London.



83% Non-Duplication*

More than 1,000,000 subscribers
to "U.S.News & World Report"
do not subscribe to Time



86% Non-Duplication*

More than 1,000,000 subscribers
to "U.S.News & World Report"
do not subscribe to Newsweek

The Editorial Viewpoint . . .

More Non-Conformity Needed

A month or so ago we heard William T. Brady, board chairman of Corn Products Co., talk about the need for encouraging innovation in business, at the annual meeting of the Assn. of National Advertisers. And we were mightily impressed with what he had to say.

Last week we read the text of Mr. Brady's talk in the Feature Section of this weekly newspaper, and we were impressed all over again. If you missed the Brady piece, dig out last week's ADVERTISING AGE and read it. But whether you read it or not, we think this excerpt deserves a little chewing over:

"In our society there seems to be a basic cultural distaste for innovation. Years ago, we admired and rewarded innovation and creativity. We were continually in search of new frontiers. The innovator was a hero, not a nuisance.

"Today, however, in sharp contrast to the past, innovation goes frequently unrewarded. We appear to have developed a critical disapproval, a kind of snobbishness, that looks down on anything new. We are fearful—and we resent those who upset applecarts. Security is the slogan of our society.

"Reacting against innovation, we lionize the sensible man, the man of facts, the practical realistic man, the man who 'gets things done.' The man of ideas is too often thought of as 'out of this world.' And too often we leave him there.

"Perhaps our society has over-structured its systems and locked its people in. Perhaps we have insisted too much on getting everything regimented. In our efforts to be efficient, we have created systems which wear out but which we are loath to change or drop completely.

"All this is characteristic of a society in retreat. These are dangerous and demoralizing attitudes for a nation on the new frontier."

And again, he says:

" . . . in many of our large organizations there is a tendency to develop organization men, men who are concerned primarily with following a pattern which others lay down. Highly sensitive to what others may think of them, anxious to please, dependent, their own individuality is submerged. They are afraid to take responsibility for their own ideas. They hew too closely to the line, and until they find out what the line is, they don't hew at all."

Mr. Brady thinks business management has stacked the cards against innovators, and that the road to progress, if not to survival, lies in a reversal of the trend and a recognition by top business management that its prime function is to encourage and manage innovation. We happen to believe he's right, and we hope he continues to emphasize his viewpoint.

A Worldwide Pattern

It is interesting to note that the proportion of gross national product represented by agency-placed advertising in Canada has risen sharply in the last decade. A study for the Canadian Assn. of Advertising Agencies showed 73/100ths of 1% of Canada's GNP represented in billings of advertising agencies in 1959, as against only 53/100ths in 1950.

Some of the increase may represent broader use of advertising agencies, but a good deal of it must represent a larger relative investment in advertising. And this tendency for advertising to increase faster than the total growth rate of the economy is notable throughout the world.

The United States still has the highest rate—expenditures for advertising in this country are currently running at about 2½% of the gross national product, and total advertising in Canada is probably not much below that percentage. In Europe, in Latin America, and even in Asia and Africa, where until quite recently the figures were tremendously lower, there is a steady rise; and many thoughtful Europeans believe that advertising expenditures there may approach those in the U. S.—on a percentage of GNP basis—before the present decade is past.

Some people view this prospect with alarm. But those who recognize that volume of advertising is almost an index of the level of living standards in a country see no cause whatever for concern.

Assurance Replacing Facts?

Bill Tyler, who picks ten notable ads for ADVERTISING AGE readers each month, in between heading up creative activities for Benton & Bowles, says the old reason-why school of advertising writing, for normal package goods, won't work any more. The reason, he says, is that consumers don't have time or inclination to delve into product claims so thoroughly.

What people want these days, he said in a speech in Florida a few days ago, "is advertising that helps make up their minds for them, and does it in a quick and painless way, without requiring them to read through argument or lengthy comparisons—except in the case of products of great significance or interest. They want advertising that saves them the necessity of making just one more decision in a decision-filled day."

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman, Columbus, Ohio

"New mail boy? Oh, yeah, they asked the old one for his candid opinion of a campaign."

What They're Saying . . .

Garden Project

Few things in this complicated fantasmagoria of civilization are all black or all white.

No one, least of all knowledgeable advertising people, claims 100% integrity for all practitioners of the "art." There are a few bad potatoes in every bushel. At some time in our careers, all of us have probably strayed from the relatively narrow corridor of absolute truth. But in the final analysis, most advertising is truthful—dramatized and emphasized to be sure, for that is the art of the industry—but not deceptive and not dishonest.

With the barrage of anti-advertising propaganda that seems to be developing around the nation, however, it would appear essential that we make a stronger effort to get our story—the true story of advertising—before the public. One way is for some of us to be less cynical about our work ourselves. Another is to actively support the work of the AFA, the Better Business Bureau and our own Club.

If advertising's public relations are bad—and there is considerable evidence that they are—then we stand in danger of "big brother" moving in to tell us what we can and can not do.

The tools, the knowledge and the means are available to root out the weeds in our own garden—and to invite the public in to view the flowers. Let's do it before our garden becomes a government conservation project.

—Editorial in the September "Advertising Club News" published by the Advertising Club of New York.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN**, executive vice-president and general manager. **J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.
Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Lawrence Bernard** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.
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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: **Richard E. McCarty**, western advertising manager, 8217 Beverly Blvd., OLive 1-3710. San Francisco: **Wm. Blair Smith**, 22 Battery St., YUkon 1-1299. Portland, Ore.: (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Joshua B. Powers, Ltd., 27 Cockspur St., London SW1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17. Tokyo: International Media Representatives, Ltd., Kisha Kurabu, 14, Marunouchi, 2-Chome, Tokyo.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Dr. Michael Shimkin complains that cigaret ads equate smoking with bravery, sexual virility and social status.

He must have been listening to Julie London.

•

"Peanut butter must be 90% peanuts," according to a ruling by the FDA.

And that's the way it's got to be, even if your peanut butter is a spread.

•

Advertising can do a lot of things, but unfortunately it couldn't produce on that "Beat Navy" ad run by West Point cadets in the *Philadelphia Inquirer* just before the big game.

•

Minnesota, second choice for the Rose Bowl, will play UCLA Jan. 1, while Ohio faces a civil war because those cloistered faculty members voted to turn down the invitation extended to national champion OSU.

•

Maybe this publication should be called the *Fisherman's Gazette*. A picture of a string of small-mouth bass caught by two Chicago admen was mislabeled trout, and then the roof fell in.

•

A California assembly committee is investigating advertising of "retirement acreage."

They don't want purchasers to be retired too far from civilization.

•

John S. Knight, whose boost for Wheaties in his weekly column was noted here, says he didn't even get a note of thanks from Minneapolis.

Whatsamatter, boys, is the pr department on vacation?

•

Philco's Instant Dividend plan for use of its products by food stores as premiums will be viewed with alarm by other appliance manufacturers and the trading stamp companies.

•

There comes a Tide in the affairs of men, which, taken at the flood, leads P&G to switch the account from veteran agency Benton & Bowles to Compton Advertising.

•

Chevrolet's 50 years of successful advertising will be celebrated, appropriately enough, by the investment of $50 million in promoting the 1962 line to new peaks of sales achievement.

•

Those Thanksgiving Day parades by big stores in cities all over the country are merely a spectacular way the merchants have of advising the small fry that Santa Claus is coming to town.

•

Dick Morrison suggests that business paper salesmen not take him to lunch, but take their editors, so they can explain better the reasons for existence of their publications.

•

Admen have lowered the river, *The New Yorker* says, pointing out that in the first half of '61 only 206 unbelievable statements appeared in its pages, compared with 698 in 1955.

COPY CUB.

59 PERCENT OF DELAWARE VALLEY'S RETAIL SALES ARE MADE IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban adult readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)

I'm Available

on a modest rental basis, to lend distinction to your trade show exhibits and special promotions. We manikins work 24 hours a day without tiring. Complete selection of ladies' men's and children's figures.

MADISONIA MANIKINS, INC.
NEW YORK: 152 W. 25 St., CHelsea 3-1550
CHICAGO: 11 So. Desplaines DEarborn 2-6818

'Holiday' Names Four

Holiday, New York, has announced four appointments to new positions: Brooke E. Supplee, formerly merchandising manager, has been named assistant to the sales manager. Bonnie Slover, formerly associate merchandising manager, has been appointed director of advertiser services. Walter Whetstone, previously manager of special advertising sections, has been named manager of travel advertising. Mary Stack, who was Mr. Whetstone's assistant, has been named director of special advertising sections.

Bruce Henry Joins Niles

Bruce Henry has been named creative director of Fred A. Niles Communications Centers, Chicago. Mr. Henry, for the past year, has been in Hollywood, where he wrote theatrical features and network tv documentaries. For the past 10 years he maintained his own writing service in Chicago. Before that he was with Wilding Pictures and Jam Handy. Ruth L. Ratny, Niles vp, who formerly was creative director, now will handle special assignments in sales development and sales promotion areas.

Barron Names Macdonald

Ray Barron Inc., Boston, has appointed Robert B. Macdonald an account executive. Mr. Macdonald formerly directed national consumer advertising for Sperry & Hutchinson Co., New York. Barron also has been named to handle advertising for Nuclear Research Associates, Quincy, Mass.

THE PRO$PER BOSTONIAN

He reads the morning Herald or the evening Traveler. He gives these papers their circulation lead in the "Upper ⅔" — the cities and towns in the Boston Standard Metropolitan Area with the highest rate of population growth, highest house value and percentage of new homes, highest auto ownership, and highest Effective Buying Income (E.B.I. for the resident of typical "Herald-Traveler towns" is 18% higher than that of Globe towns, 21% higher than Record-American towns). Advertising results reflect all this. That's why the Herald-Traveler leads in Total Display advertising linage by 2,389,419 lines over the Globe, by 16,984,679 lines over the Record American. For the full Upper ⅔ story, write or call us direct, or contact our representatives.

MORNING EVENING
Herald-Traveler
BOSTON'S HOME-DELIVERED NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker

Behind the Brand

A brand is more than thinking up a clever name and running a couple of ads. It is the living symbol of an organization: its skill, its accumulated experience, its devotion to purpose, its fierce pride in the superiority of its product, its willingness to be judged.

A brand's strength—like an individual's—comes from character. A brand must have integrity, determination, devotion, conviction, reliability and purpose.

A real brand starts with a man or group of men who are on fire with an idea. They are confirmed egotists but in a progressive, healthy and productive way.

They are convinced they can take on all comers in their product classification and win. They believe that what they are making is superior to what is being made by anyone else. They are not afraid to stand exposed to the world 24 hours a day, year in and year out, while they're constantly being judged, sometimes admired and yes, often criticized.

They will not—nor can they—hide behind any form of anonymity. They live with their bright prizes 365 days a year. They know that their success is a direct reflection of how good they are.

Long, working, planning and continually building this way takes conviction—and courage.

A brand is a commitment—an unyielding decision—a solemn promise by the producer. He says: This is it. We're going to put our energies, spirit and fortunes into this. We can't fail, and there's no turning back.

A brand is for real. It is not a wishy-washy, someone thing. It is alive and vital. It is strenuous, unapologetic. And what among us would rather not devote himself to something real and fundamental? Our careers are too important to devote to anything else.

There is great pride in being associated with a brand. A brand is a reputation, and what man of good will doesn't value his reputation above all else? A brand is a reputation held in the white light of public scrutiny every minute of the day—and night.

A brand is constantly scrutinized, copied and envied. It must always be great to live and grow despite the clamor of detail.

A real brand is no easy thing to come by. It takes tough, hard selling and advertising, tremendous ingenuity in production and distribution, superior efficiency in finance, administration, research, product development and all the other functions of running a business. With these, a brand starts the slow, hard climb to the top—and one day when it finally arrives, it becomes apparent that no matter how hard it was getting to the top, staying there is many times more difficult.

Everyone tells a brand with head held high. It has strength, conviction and respect. A true brand has the lasting qualities of a real friend who asks nothing but to serve.

Enna Jettick

BUILDUP—*This current business paper ad for Enna Jettick shoes is being mailed to all accounts and is the opening gun for a quality campaign which will break next spring. Rockmore Co., New York, is the agency for Dunn & McCarthy, maker of Enna Jettick.*

Santa's Helper Is Automated at Wanamaker's

PHILADELPHIA, Dec. 5—Ushering in what it calls an "electronic shopping service," John Wanamaker is offering its customers the services of an International Business Machines Ramac 305 which promises to make the appropriate gift selection within seconds.

The department store expects that, from now until Christmas, the machine will get over 40,000 inquiries, or an average of one every 25 seconds.

All the customer has to do is check appropriate categories on an IBM card designed to describe the individual for whom the gift is intended. This means age, sex, general area of interest and desired price range. There is even a provision for the person who has everything.

Mindful of the warmth of the human touch, Wanamakers has stationed holiday-garbed "Noel Girls," who by touching the computer keyboard can make the machine search its 1,000,000-word memory for gifts that match the applicant's description.

In half a second, IBM Ramac types out 10 gift items, tells the customer where the gift can be found in the store, the name of the department and the price. An order desk nearby further saves shopping steps. #

'Observer' Names Five

National Observer, the national Sunday family newspaper to be published by Dow Jones & Co. starting next Feb. 4, has named five to its sales staff. Headquartered in New York will be Harold Blatt, formerly with Shannon & Associates; Joseph T. Estes, who formerly headed the Miami office of *Wall Street Journal;* and Robert Rice, previously advertising manager of the *Herald-American*, Donora, Pa. Assigned to the *Observer's* Chicago office were R. Larry Huckle, formerly with *Wall Street Journal*, and Arthur H. Russell, who was with *Coronet*. O. Quintin diMaria is advertising manager of the *Observer;* he reports to Theodore E. Callis, Dow Jones' advertising director.

Kresl Joins Pleskach

John F. Kresl has joined Pleskach & Smith, Omaha, as marketing director and account executive. Mr. Kresl was formerly an account executive of Allen & Reynolds.

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"SOMETIMES I GET SO MAD I FEEL LIKE KICKING THE GUTS OUT OF YOU." So begins a recent letter from an Iron Age reader in Chicago. Any magazine that sets out each week to tell metalworking a thing or two has to expect a certain amount of response in kind. Passionate agreement with our point-of-view sometimes. Violent disagreement on occasion. But always a testament to the personal attachment of 60,500 metalworking managers to the vitality and editorial strength of the Iron Age. As our Chicago reader goes on to say, **"But deep within me I like it and appreciate it. I need more of this."**

IRON AGE a Chilton Publication, 56th and Chestnut Streets, Phila. 39, Pa.

Now... BUY A KING SIZE MARKET!
ONE LOW RATE BUYS BOTH
TWO SEPARATE NEWSPAPERS
IN SEPTEMBER
El Paso ranked 36th in the nation in total Building Permits . . . more than 10% ahead of the record year of 1958.
YES SIR . . . things are On the Go . . . in EL PASO!
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 107,206
EL PASO . . . CAPITAL CITY OF THE FABULOUS SOUTHWEST

Alcoa Accepts FTC Order

Aluminum Co. of America, Pittsburgh, has agreed to accept a Federal Trade Commission consent order which forbids it to discriminate in granting advertising allowances. The complaint was based on allowances which Alcoa made to Benner Tea Co., Burlington, Ia., food chain.

Keeney Joins WRCV, WRCV-TV

WRCV and WRCV-TV, Philadelphia, has appointed William P. Keeney business manager, succeeding Arthur A. Watson, who has been named tv station manager. Mr. Keeney was formerly treasurer of Lavenson Bureau of Advertising, Philadelphia.

NACE to Issue New Publication

Beginning in January, the National Assn. of Corrosion Engineers will publish a new technical journal titled *Materials Protection*. The association's headquarters is located at 1061 M&M Bldg., Houston, Tex.

CURTAIN'S GOING UP—*The opening ad for the Seattle World's Fair of 1962 which appeared in Life, Nov. 24. It will be followed by ads in 10 other magazines as well as radio, tv, outdoor and newspapers.*

Seattle Fair Opens Ad Campaign, Based on Tourist Survey

SEATTLE, Dec. 5—First nationwide advertising for the Seattle World's Fair of 1962 opened with a full color page in all editions of the Nov. 24 issue of *Life*. Illustration is keyed to two features that are becoming the trademark of the fair—the 600' space needle that is topped by a restaurant and observation platform, and the mile-a-minute monorail from downtown Seattle.

Other advertising, scheduled for January and later months, will run in *Holiday, Ladies' Home Journal, Look, Macleans* (Canada), *McCall's, Newsweek, Reader's Digest, Saturday Evening Post, Sunset* and *TV Guide*. Western editions will be used primarily.

Radio, tv, outdoor and newspapers, all primarily in the on the Pacific Coast and Rocky Mountain states plus western Canada, also will be used. Placement of advertising is being guided by a survey, conducted by Economics Research Associates, Los Angeles, showing the proportion of visitors expected from various sections of the country.

■ Advertising will peak in January-February-March, which the Washington Department of Commerce & Economic Development has found to be most productive on tourist inquiries.

Promotion for the fair will be tied in with the state's regular tourist advertising. The headline in one joint ad will read: "Wonderfull Washington and a *World's Fair*, too."

How. J. Ryan & Son is the agency for both the fair and the Washington Department of Commerce & Economic Development. #

American Motors Forms International Subsidiary

American Motors Corp., Detroit, has established a wholly owned international subsidiary, American Motors Export Corp., with headquarters at 57 Ageristrasse, Zug, Switzerland. All overseas operations of both the automotive and appliance divisions will come under the international subsidiary. American Motors (Canada) Ltd. will continue to operate as a separate subsidiary.

Nelson Knitting Names Monk

Nelson Knitting Co., Rockford, manufacturer of work and sports socks and protective garments and equipment for sportsmen, has appointed Howard H. Monk & Associates, Rockford, to handle its advertising. The Monk agency also has named Jack B. Pickering, with the agency since 1938, media director.

"SELL ME IN THE MORNING," says BUFFALO

There's a time and a place for everything. And Buffalo's retailers know the time and the place to sell Western New York's male population is in the morning . . . in the Buffalo Courier-Express. Here is how they are placing their advertising linage this year:

	Courier-Express	News
AUTOMOBILE DEALERS:	71%	29%
MEN'S CLOTHING STORES:	73%	27%
REAL ESTATE:	53%	47%
FINANCIAL:	52%	48%

Source: Media Records

These advertisers know the impact of the Courier-Express morning news, financial, editorial and sports coverage on the living and buying habits of its male readers. That's why they choose the Courier-Express to reach the men of Western New York when they want to be sold . . . in the morning.

And if you're selling Western New York women, remember women's clothing stores place 62% of their weekday linage in the Courier-Express.

ROP COLOR
7 DAYS

Represented Nationally By:
Newspaper Marketing Associates
New York
Chicago
Philadelphia
Detroit
Los Angeles
San Francisco

Courier BUFFALO EXPRESS
WESTERN NEW YORK'S GREATEST NEWSPAPER

Make good luck better!

A good salesman with a winning streak makes more calls, sells harder and oftener—and makes more sales!

When your quota curve is rising, the order chart climbing in the brightest spots on your sales map, keep up your good luck and good fortune by selective selling and impressive impact—through the 12 SUCCESSFUL FARMING State and Regional Editions.

The SF editions match markets and current opportunity, enable you to concentrate advertising effort where distribution clusters, permit bull's-eye scores in the profit centers.

For a concentrated drive, list dealers, feature product and price, and merchandise to maximize the results.

With the new sales tool, you can also introduce new products in selected markets, and key response. Or test copy. Or tie in with special local promotions.

The 12 SF State and Regional editions offer great flexibility—are powerful supplements to the National Edition with its 1,300,000 circulation, among the nation's best farmers.

SUCCESSFUL FARMING farmers are big businessmen in the big business of agriculture. They harvest 70% of the nation's corn, own 70% of all corn pickers, and are major producers of soybeans, oats, wheat, livestock, poultry, and dairy products. Their farms average 350 acres.

With a half century of service, SUCCESSFUL FARMING has prestige and *influence* which opens doors and minds—a value not shown on the rate card.

And SUCCESSFUL FARMING readers are high bracket—have an annual average cash income from farming alone which consistently runs some 70% above the U. S. farm average.

Your message in the SF State and Regionals or the National Edition, or a combination of both, reaches today's best class market!

Ask the nearest SF office for full details.

Successful Farming

. . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

JUST ASK FOR MARIE... Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing fill-in on multigraphed letters and planographing.
Marie keeps your Mailing List up-to-date too and frees you from all the detail work.
Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

MacManus Names Four in N.Y.

Grahame Enthoven, previously food merchandising manager of *Good Housekeeping*, and Anthony Widmann, previously at Ellington & Co., have joined the New York office of MacManus, John & Adams as account executives. Arthur Black and Richard B. Miller have joined the New York copy staff. Mr. Black, formerly with J. Walter Thompson Co., will work in the radio-tv group. Mr. Miller, formerly with Ted Bates & Co., is a senior writer.

D'Arcy Shifts Cowhey

D'Arcy Advertising Co., St. Louis, has appointed James C. Cowhey to direct new business activities, a new department. A vp in D'Arcy's Cleveland office since June, 1960, Mr. Cowhey first joined D'Arcy in 1938. In 1956 he was named manager of the Detroit office, but left the agency in 1958, when the Detroit office was closed, to join Chrysler Corp. as ad and sales promotion director of the Chrysler and Imperial divisions. He returned to D'Arcy last year.

Sears Offers Drycleaner Units

Sears, Roebuck & Co. is opening self-service drycleaning centers adjacent to its stores in Kankakee and Waukegan. Both centers will be housed in separate buildings in the parking areas of the Sears stores, and the buildings will contain coin-operated drycleaners manufactured by Whirlpool Corp. Sears said the new service will be expanded later to other stores.

Tassette Names Lowell

Tassette Inc., Stamford, Conn., manufacturer of a new type of feminine hygiene product, has appointed Mortimer Lowell Co., New York, to handle its ethical medical promotion to doctors, nurses and hospitals. Johnson & Lanman formerly handled the account. Weiss & Geller, New York, continues to handle consumer advertising.

DON'T GET "PUT OUT" ... BY WINDOW WASHING

TAKE-OUT—*Zegers Inc., Chicago, manufacturer of window stripping products, used this ad in three editions of Life Dec. 1 to promote its Take-Out stripping. A Life advertiser since 1955, Zegers currently also has ads scheduled in American Home, four builder publications and regional magazines. Waldie & Briggs is the agency.*

Trade Book Popups? Cleveland Ad Panel Cites Pros, Cons

CLEVELAND, Dec. 5—Inserts, popups and similar novelties in business magazines were assailed and defended here at a joint meeting of the Cleveland Council of the American Assn. of Advertising Agencies and Associated Business Publications.

Inserts, said Richard C. Christian, president, Marsteller Inc., tend to deface a publication. Trade books are not carriers of direct mail, he said; the post office should carry such promotion.

Louis A. Schweizer, vp of Bayless-Kerr Co., took issue with Marsteller's president. "Agencies are the architects of advertising," he said. "If we had to standardize materials, most buildings would look alike.

"Our job is communication," he said. "We should not be confined to conventional advertising, which is not always compatible with the message you want to deliver."

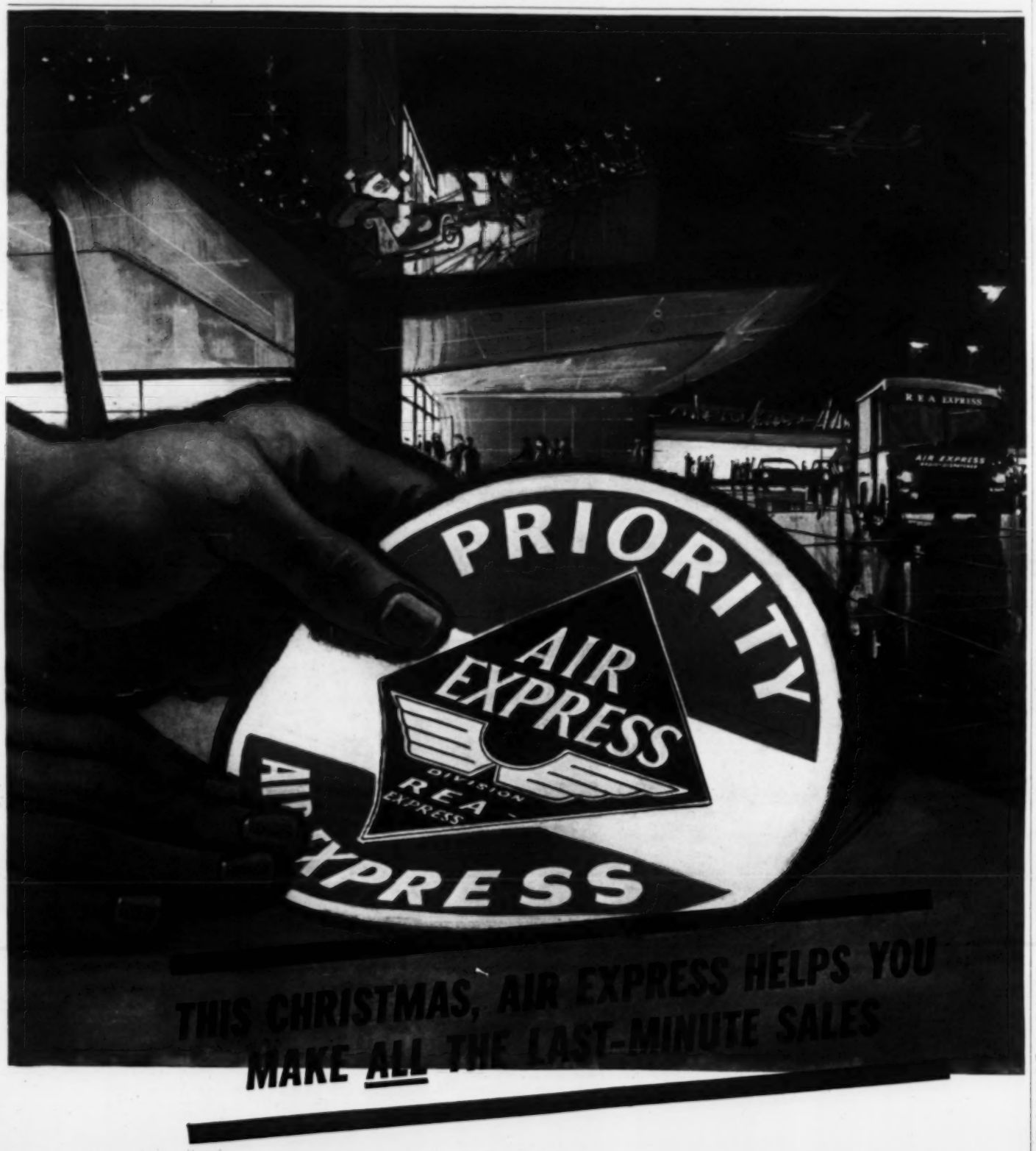
■ While consumer publication inserts have proved successful for their advertisers, their higher cost limits their use by industrial advertisers, Heinz A. Stadthagen, vp, Griswold-Eshleman, said. "In many cases," he said, "we have had to reduce the frequency of our ads because of the added expense." #

Verilux Names Koehl, Landis

Verilux Mfg. & Sales Corp., New York, maker of balanced lighting equipment, has named Koehl, Landis & Landan, New York, to handle its advertising.

Ross Joins DCS&S

Henry L. Ross Jr., formerly with Benton & Bowles, has joined Doherty, Clifford, Steers & Shenfield, New York, as vp and account supervisor.



No need to miss sales by running out of the items that are selling well. Or to lose money by overbuying seasonal goods. Why not profit from the benefits AIR EXPRESS can bring to your business? AIR EXPRESS overnight delivery puts flexibility into buying. It's as though suppliers were just around the corner. You can order one day, get delivery the next. The AIR EXPRESS label on your shipments ensures that they get top priority, on all 35 U. S. scheduled airlines, with kid-glove handling and prompt pick-up and delivery, door-to-door. Be sure to specify AIR EXPRESS . . . this Christmas, and all year round too!

AIR EXPRESS

CALL YOUR LOCAL REA EXPRESS OFFICE FOR AIR EXPRESS SERVICE

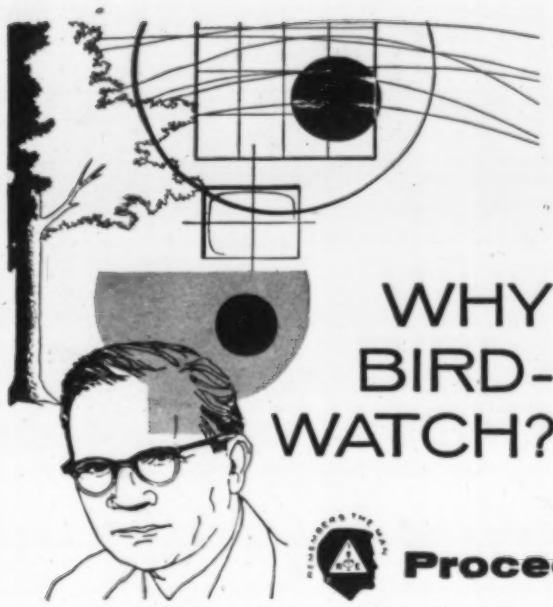
seventeen

makes the
world go 'round... SEVENTEEN goes right to the heart of teen-age girls.

And their affection for SEVENTEEN moves worlds of merchandise. That's why advertisers *also* love SEVENTEEN and place more linage in it than in any other monthly magazine for women!

it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE, 320 Park Ave., N.Y. 22 • PL 9-8100

LEARN HOW **SEVENTEEN's** UNIQUE SISTER PUBLICATION, **SEVENTEEN-AT-SCHOOL,** CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS.



WHY BIRD-WATCH?

Day and night, IRE electronics engineers are among the thousands of people who "bird-watch"—who follow, with the aid of telescopes and electronics instruments, the paths of rockets and satellites that streak across our sky.

This bird-watching is vital to our nation's defense. But it is important, too, to keep an eye open at ground level—for tanks, and guns, and armored cars, and motorized infantry. Television is being used more and more for military reconnaissance, and its effectiveness has been substantially increased by the researches of Peter C. Goldmark, of CBS Laboratories. At the same time, Mr. Goldmark has used his knowledge of TV to help us defend ourselves against other deadlier enemies—anti-bodies—by making possible the use of television in medical education.

Like other IRE members, Mr. Goldmark works continuously in a world of pure and abstract science, and again, like his colleagues, he relates his research to the world around us, to make a better life possible for all. The IRE salutes him with the Vladimir K. Zworykin Award for 1961, and commends to your attention the tremendous IRE membership of professional electronics engineers, whose zeal, intellectual ability and devotion to duty Mr. Goldmark so typifies.

The researches and findings of electronics engineers of Mr. Goldmark's calibre are published each month in *Proceedings of the IRE*. Your ad in *Proceedings* associates your company with a publishing project that benefits all mankind.

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36 • MUrray Hill 3-6606

IN PORTLAND OREGON

they eye it

and Buy it

ON

KOIN·TV

KOIN-TV is Portland's *resultful* station because it reaches 7 of every 10 homes in a rich 34 county area, with highest ratings (see latest Nielsen).

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC.

Getting Personal

Jack J. Freeman, art director of R. Jack Scott Inc., Chicago, recently took his fifth major fine arts prize of 1961—a cash award for his oil, "Fatigue," in the 22nd annual fine arts exhibit of the Artists Guild of Chicago . . .

Oscar E. Heuser, of Lowe Runkle Advertising Co., has been selected by Gen. Curtis E. LeMay, chief of staff of the U. S. Air Force, to participate in a special staff visit to observe Air Force operations in Europe. Mr. Heuser is a major in the Air Force reserve . . .

David N. Getman has taken a leave of absence as vp of Addison F. Busch Inc., Buffalo, to become secretary to Mayor-elect Chester Kowal of Buffalo . . .

The December issue of *McCall's* is enlivened by contributions from **Walter Weir, Jane Trahey** and **Lee Hastings Bristol Jr.** Jane Trahey, head of her own New York agency, lists "the most useless presents I ever received," in a story that begins, "It was the year I lived in the front Maple tree that I learned about Christmas disappointments." Walter Weir, chairman of the executive committee of Donahue & Coe, is the author of the story, "The Midnight Clear," which reveals a data processing machine's counsel for peace. Lee Bristol Jr., pr director of the products division of Bristol-Myers, composed the music for "The Little Gray Donkey," a Christmas carol written especially for *McCall's* Christmas issue . . .

Clampitt Mrs. Clampitt Heckel Mrs. Heckel

BUSMAN'S HOLIDAY?—*John Clampitt, director of advertising of United Air Lines, and Fred Heckel, vp of N. W. Ayer & Son and head of the United account in Chicago, and their wives arrive in Honolulu by United Air Lines for a nine-day visit.*

Engaged: Mary Lavis and **Frank J. Carlson** of Avery-Knodel Inc., radio-tv station representatives . . . **Margot Gilbert,** a copywriter at McCann-Erickson, and Jerome Gilison . . . Loretta Howison and **Richard N. Bittner** of Young & Rubicam. Married: Esther Segal and **Robert Fuhrman,** merchandising manager of Chesebrough-Pond's cosmetic division . . .

Maxwell Sackheim, who has been in advertising since 1906, will be honored guest at a testimonial dinner of the Loyal League Philanthropies, commemorating his contributions to children's charities. Founder of his own New York agency (now known as Maxwell Sackheim-Franklin Bruck Inc.), he is now a consultant . . .

The United Hospital Fund's annual appeal in New York lists among its chairmen **Esty Stowell,** president of Ogilvy, Benson & Mather, head of the advertising committee; **Charles T. Lipscomb Jr.,** BofA president, head of the newspaper publishers committee; and **Walter D. Scott,** exec vp of NBC, head of the radio-tv committee . . .

Appointments: **G. Frank Sweet,** president of G. F. Sweet & Co., Hartford, has been elected to a three-year term on the board of directors of the Connecticut State Chamber of Commerce . . . **H. David Walley,** president of the Creative Advertising Agency, Biddeford, has been elected a Maine director of the New England Council . . . **F. Wallace Prelle,** head of the Hartford agency bearing his name, has been elected vice-chairman of the Connecticut regional executive committee, Region 1, Boy Scouts of America . . . **John J. Coyle,** president of KVIL, Dallas, has been elected president of the West Dallas Social Center . . . **Michael Drechsler,** general manager-operations, WKNB, Hartford and New Britain, has been appointed publicity chairman of the Aarat Lodge, B'nai B'rith of Hartford, membership campaign . . . **H. M. Feine,** vp of Wilson, Haight & Welch, Hartford, has been appointed to a music and arts "task force" to assist the University of Hartford's colleges of music and art $4,300,000 building campaign . . .

There's a new baby, Kristine Lee, at the house of the **Bob Lenski's.** Dad is creative head of the Los Angeles office of MacManus, John & Adams . . .

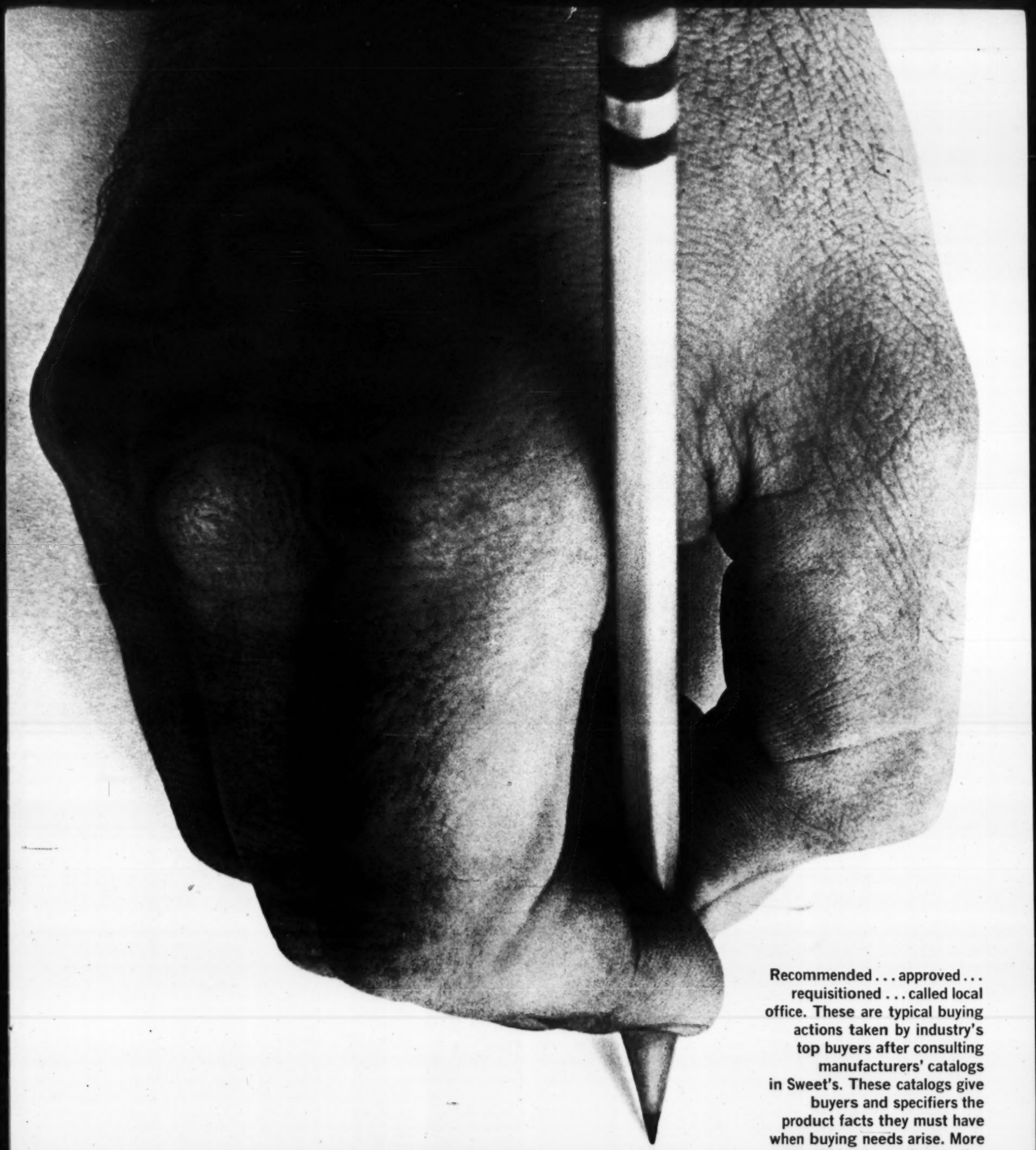
Herbert S. Waldron, sales promotion manager of Westinghouse Appliance Sales in Pittsburgh, has won first prize in the Madison Avenue contest for creativity among the Westinghouse major appliance division distributor advertising and promotion men. His prize included a four-day trip for him and his wife to The Homestead at Hot Springs, Va. . .

Floyd S. Chalmers, president of Maclean-Hunter Publishing Co., Toronto, is in India, where he is participating in the quinquennial conference of the Commonwealth Press Union. He plans to return to Toronto Dec. 27 . . .

Arthur Grossman, former president of Arthur Grossman Advertising, Chicago, and now semi-retired, is recuperating in Presbyterian-St. Lukes Hospital, following surgery. Mr. Grossman is expected to be dismissed from the hospital in a couple of weeks . . .

Three Chicago copywriters are being swamped with requests for their Executive Coloring Book, which is now in its second printing. The book, which is priced at $2.98, was created by **Dennis Altman,** of Edward H. Weiss & Co.; and **Marcie Hans** and **Martin A. Cohen,** of North Advertising . . .

Betty Sedwick, of Tully J. Petty Advertising Agency, Fort Worth, became the bride of Jim Ecker on Nov. 23 . . .



SPECIFIED

Recommended . . . approved . . . requisitioned . . . called local office. These are typical buying actions taken by industry's top buyers after consulting manufacturers' catalogs in Sweet's. These catalogs give buyers and specifiers the product facts they must have when buying needs arise. More than 80 buying-action studies in six basic industrial and construction markets document the buying activity a catalog in Sweet's can produce for your products. Your Sweet's Representative will gladly review the results of these studies with you. Sweet's Catalog Service, Division of F. W. Dodge Corp., 119 W. 40th St., New York, N. Y.

Faxon Associates Moves

Jack Faxon Associates, New York agency, has moved to 210 E. 58th St.

THE Ivanhoe By-the-Sea

Just 2 Minutes
North of Miami Beach
In beautiful, Fashionable Bal Harbour
A Truly Distinguished
Oceanfront Resort Hotel

Our Color brochure and rates are yours for the asking.
LARRY CLIFF - MANAGER
10175 COLLINS AVE., BA.H. HARBOUR, FLA.

'Helluva Profound Conclusion' . . .

Day of Reckoning Near for Motive Studies: Corrado

NEW YORK, Dec. 5—Predicting "a day of reckoning for the motivation fad," Benjamin W. Corrado, vp in charge of market research for National Distillers Products Co., said last week that it is "a shame so much money and effort are being wasted in theoretical pursuits of unanswerable questions" in the field of market research.

He told a chapter meeting of the American Marketing Assn. that he could visualize agencies beginning to wonder whether to appeal to the consumer's desire for social status, or to snipe at his guilt complex, or appeal to his father image or sex urge—"or just sell the damn product on its merits."

Mr. Corrado emphasized he was not speaking for National Distillers. His views, he said, were "not those of my sponsor or the AMA network.

"I still think most Americans make most buying decisions on perfectly rational grounds, and that a direct interview can get you the answers," he said. "In saying that, maybe I'm a square. Of course, many people tend to upgrade the brands they tell you they buy, and few will ever admit that they switched from one product to another on account of the latter's lower price. But we have ways to correct our findings for such situations."

■ Mr. Corrado said that "maybe we're getting a bit too cute with some of our work on brand images and consumer motivations. Perhaps a little investigative work at the trade level in the markets where your brand is hurting would get you a better answer faster than the six months' loss of time involved in talking and finally pursuing a brand image survey."

He said that today the liquor industry spends close to $2,000,000 a year in liquor market research and the development of data for market analysis. In addition, the industry as a whole uses every modern research technique.

He called the motivation researcher "the man who can answer unanswerable questions, or give you a complicated answer to an obvious question."

The motivation researcher "demolishes normal research work as 'nose-counting' and says you have to go deeper than that. 'How does the father image relate to the selection of whisky brands? Why does our guilt complex force us to reach for a light, dry beer? What is the consumer image of Brand X garbage can? Will fear of atomic radiation cause an upsurge in umbrella sales?' "

Mr. Corrado said that on the other hand, "I've always tried to do market research which is logical, understandable, and can be related to marketing facts."

In motivation research, however, "you are groping for the consumer's hidden motives—you know, the one that says the man who buys a flashy red sports car secretly would like to have a mistress. This is a helluva profound conclusion."

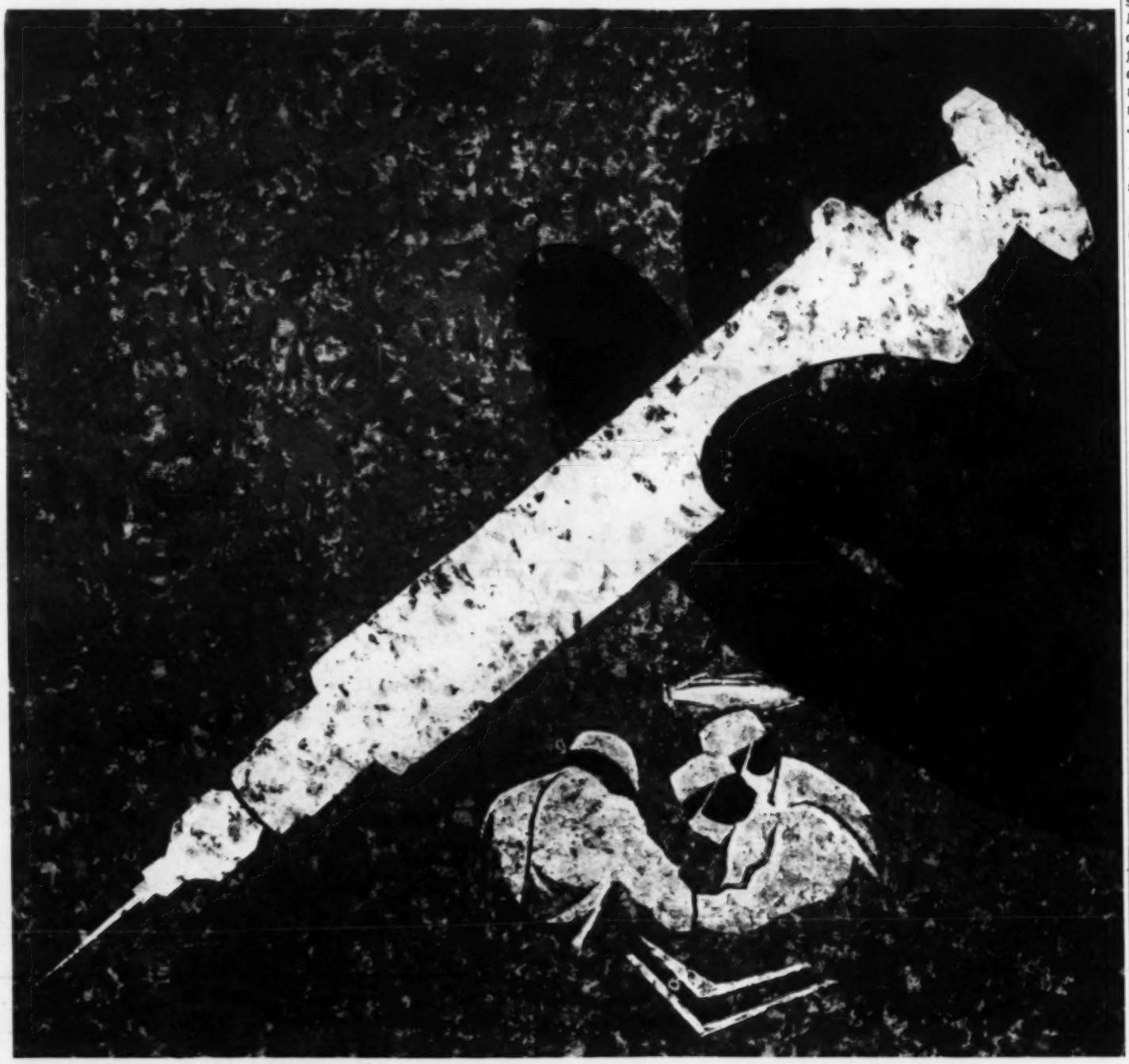
Mr. Corrado said research in various fields should be standardized. "The lack of such standardization today prevents comparative use and proper interpretation of many research studies.

"I predict that many industries will eventually do much of their basic consumer research work through their trade associations or pr groups," he said, "and apply the saved time and manpower to broader research by each company with respect to its own brand sales." #

SMALL BUSINESS MEN—*Middlesex Mutual-Lynn Mutual Fire Insurance Companies, Concord, Mass., features a complete listing of its agents in a series of ads lauding the small business man, starting in the Dec. 9 Saturday Evening Post. Jules L. Klein Advertising is the agency.*

Roche, Rickerd Names Dean

James D. Dean has joined the service and creative staff of Roche, Rickerd & Cleary, Chicago. Mr. Dean was formerly with Willis/Case/Harwood Inc.



16 YEARS AGO ON WBNS RADIO

When Sir Alexander Fleming discovered penicillin, it first appeared as just a remarkable variety of mold. In 1945, Fleming received the Nobel Prize for the discovery of this life-saving weapon against infection and WBNS Radio spread the glad tidings.

In 1945 in Central Ohio, State Savings Company—a leader in the savings and home loan industry—made a discovery about advertising. In that year (and every year since) WBNS Radio played a big part in the growth of State Savings. Since 1945, assets have grown from $400,000 to today's $25,000,000; one State Savings office has grown to six offices.

Home-towners are the best judges of the effectiveness of WBNS Radio. Happily, we've had State Savings' vote of confidence for 192 consecutive months.

New office of State Savings located in Northland — newest of a dozen shopping centers that help account for Franklin County's gigantic $916,258,000 retail sales total.

WBNS
COLUMBUS, OHIO

Represented by John Blair & Company

We Imprint Where To Buy • On Printed Pieces

Dealers Name etc.
On
Catalogs
Magazines
Folders - Cards
Any Amount
As Required

Sersen's Imprinting, Inc.
120 S. Sangamon
Chicago 7, Ill.

Once, this was only a client's favorite.

Now it's 1st choice among ad men, *too.*

Here is one of the most interesting transformations in advertising and publishing history. ■ At one time, the average ad man knew less about The Wall Street Journal than about the Pago Pago *Courier*. It was a publication he occasionally saw on a client's desk, *but* . . . ■ And then, he saw The Journal on more and more of those desks. And it was inevitable that people should start asking: ■ "If *these* executives read it, and if we want to sell to *other* executives, shouldn't we keep this medium in mind . . ." ■ Circulation climbed to 300,000 and ad men said, "A great little paper! Not *mass*, but a great little paper!" Then to 400,000. Ad men tried The Journal and got results that caused them to put it on their "A" schedules (and, sometimes, at the *top* of the schedule). Then up to 500,000. And 600,000. (As of today, over 750,000!) ■ And all this time, ad men noticed something significant: The growing circulation was *solid*—no numbers game; *paid* subscriptions . . . at 100% of full price. ■ Ad men noticed something else, too. Advertise in The Journal and you could count on a visible, countable responsiveness. Business products and services? (*"The medium's a natural!"*) High-quality personal products? (*"It's like a coast-to-coast Texas!"*) ■ The advertising roster reads like a Department of Commerce encyclopedia...The Wall Street Journal actually leads in 9 out of 10 PIB industrial classifications! ■ No moral–just a little history. *And the best is yet to come.*

Published at: New York, Washington, D.C., Chicopee Falls, Mass. • Chicago and Cleveland • Dallas San Francisco...and big, new Riverside (Calif.) plant now under way.

Chrislaw Makes TV Films

Chrislaw Productions, Hollywood, a motion picture production company owned by Peter Lawford, will begin the production of tv programs which will be distributed by Ziv-United Artists Television Co. The tv unit will be headed by Bill Asher, who produced and directed "I Love Lucy," the Dinah Shore show and others. Planned for the 1962-63 season is a half-hour situation comedy starring Keely Smith, to be produced in conjunction with ABC-TV.

Haywood Names Pritchard

Haywood Publishing Co., Chicago, has named Parmely F. Pritchard district manager of *Electric Light & Power's* Micro-Data, information cataloging and retrieving system for electric utilities. Mr. Pritchard, formerly market development manager of McGraw-Hill's *Product Engineering*, will make his headquarters in New York.

Take Ten Names Hayes, Holden

Take Ten Inc., Chicago, creative production service, has named David R. Hayes executive director and has appointed Keith Holden assistant executive director. Mr. Hayes was formerly radio-television director of W. E. Long Advertising Agency, Chicago, and Mr. Holden was formerly assistant director of the broadcast department of W. E. Long.

St. Anthony MESSENGER
Must deliver monthly
AND DOES!
FEB. ISSUE CLOSES DEC. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4, Ill.
Telephone HArrison 7-7176
National Catholic Family Magazine

Insurance Sellers Urged to Invest 5% of Commissions in Advertising

NEW YORK, Dec. 5—The National Assn. of Insurance Agents is urging its members to spend a minimum of 5% of their commissions on advertising in 1962—about double the amount spent in previous years.

In a booklet explaining the association's national advertising program, NAIA suggests, for example, that an agent with a commission income of $10,000 should chip in $50 for the national effort and another $450 for his own local advertising.

State insurance agent associations are responsible for raising the money for the NAIA advertising program, by asking agents either for a flat amount or for a percentage of commissions. Subscriptions are voluntary. This year, 19,223 agents (out of 30,000) chipped in $1,116,220 for NAIA's program, half of which went into national advertising, the other half into advertising on a state-by-state basis. In addition, NAIA estimates, agents spent about $26,000,000 on local advertising.

■ For 1962, NAIA hopes to raise $1,413,500, the biggest appropriation to date. The association, through Doremus & Co., has scheduled 23 b&w pages in *Life*, *Time*, *The Saturday Evening Post* and *U. S. News & World Report*. Between next Oct. 14 and Nov. 10, NAIA has set daily radio commercials on the NBC network, selling the advantages of buying insurance through an independent agent.

The other half of the NAIA effort is geared to the state level. Florida, for example, with a budget of around $45,000, will have the biggest state ad program next year, with a tentative schedule of weekly news programs on nine tv stations for 26 weeks, 14 ads in 26 newspapers, and radio spots on 12 stations from Oct. 14 through Nov. 10. Another state, California, will spend its budget on a series in *Sunset Magazine*.

■ For the agent's local advertising, NAIA is offering radio jingles, newspaper mats, counter cards, outdoor posters and direct mail folders, available at from $1 a set for the newspaper mats to $15 each for the posters. The association urges agents to "tie in with the campaign whenever possible; plan to run your NAIA local ad as soon as possible after an ad appears in national magazines. Also, make your advertising as seasonal as possible and reflect local events wherever possible."

Here's NAIA's evaluation of various local media:

Newspapers—They reach a broad audience, are local in their appeal, are read in the home and their "editorial climate" is appropriate for agents' advertising.

Radio—It has a broad audience among automobile travelers, in areas where television has not yet made great "inroads," on certain local programs and during the summer months, when more people are using portables.

Television—It provides a large audience tuned in at key times during the day.

Outdoor advertising—It's large and colorful, situated in key locations around the community, seen by people when they're driving, traveling or out shopping, and has continuous exposure.

Direct mail—It pinpoints prospects, it's highly personal and adaptable for use in a variety of ways.

DON'T BE HALF SAFE—*The National Assn. of Insurance Agents will run 23 ads in four magazines next year stressing "the Big Difference in insurance—the continuing, personal attention of your independent agent." Doremus & Co. is the agency.*

Display—Provides a good opportunity to make a passerby stop and look in agent's window and perhaps walk into his office.

Classified telephone book advertising—Continues throughout the year and is a ready reference.

■ The association advises agents not to run newspaper ads on Thursdays or Fridays, because most newspapers are crowded with supermarket advertising on those days. Also, 60-second spots are preferable to 20-second ones, it says, because "unlike a product that is easily identified, insurance needs explanation." #

Gray, Seymour Join Nichols

Nichols, Flink & Associates, Decatur, Ill., has appointed Dudley Gray senior art director and has named Guy Seymour an account executive. Mr. Gray was formerly with Gabel & Associates, Albuquerque, and Ward Hicks Advertising, Albuquerque, and Allstate Insurance Co., Chicago. Mr. Seymour was formerly with Campbell-Mithun, Chicago, and WTVO-TV, Rockford, Ill.

3-D Pictures Offered

K-S-H Plastics Corp., St. Louis, has established Graphic Dimensions Products, a sales office, at 410 N. Michigan Ave., Chicago, to handle sales of a process for reproducing three-dimension photography in sizes for display and advertising purposes. Frank P. Nellis, formerly vp of Niagara Lithograph Co., heads the office.

Clenaghen Adds Two Accounts

Clenaghen & Mount Advertising, Portland, Ore., has been named to handle broadcast advertising for the Oregon division of Safeway Stores, and to handle dealer cooperative advertising in Oregon for American Honda Motor Co., Los Angeles, importer of the Japanese Honda motorcycle.

Bofinger Adds Two Accounts

Charles F. Bofinger Advertising, Wyncote, Pa., has been named to handle advertising for Philadelphia Stationers, Philadelphia, and Wilcox-Woolford Corp., Spring City, Pa., manufacturer of vinyl laminated prefinished wood paneling, floor tile and furniture tops.

Elrick Appoints Salinger

Herbert L. Salinger has joined Elrick & Lavidge, Chicago, as coordinator of communication services. Mr. Salinger was formerly with Chocolate Products Co., Chicago, and Automatic Electric Co., Chicago.

Broadcasters Elect Klein

Milton H. Klein, general manager of KEWB, Oakland, Cal., has been elected president of the San Francisco Broadcasters Assn. Other officers include Elmer Wayne, KGO, vp, and Jules Dundes, KCBS, secretary-treasurer.

ON THE GO...
JACKSON, MISSISSIPPI
WHERE FOOD SALES
ARE UP 90.6%

90.6% increase in food sales during the ten years—1950 to 1960 . . . Everyday housewives and chefs haul $225,000 worth of food off the city merchant's shelves.

And Jackson people spend more . . . $4 out of every $5 as compared to $2 out of every $3 for the national average.

Jackson's population rose 31.6% to 84th in the U. S. with 187,000 of the buyingest people going.

Jackson now has $150 million in new construction underway, meaning more payrolls and more spending to come.

For a bright future in a boom market, get sales thru the Clarion Ledger and Jackson Daily News —Mississippi's leading newspapers.

THE
CLARION ★ LEDGER
AND
JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc.
Co-Owners WJTV (TV) WSLI (Radio)

FOR MOBILE MERCHANDISING

J-A-K Mobile Floorstands, including all custom models, are covered by U.S. Patents No. 2,921,694 and 2,953,388. (Other patents are pending.) Design, manufacture and sale to advertisers are authorized only by specific agreements.

KELLER MFG. CO., INC.
ST. LOUIS 16, MO.

THE SAN DIEGO UNION AND EVENING TRIBUNE

Agency Must Specialize to Be Creative: Stephenson

CORPUS CHRISTI, TEX., Dec. 5—An advertising agency, to be effective in today's marketing climate, must specialize, "just as the successful marketer specializes," according to Clay W. Stephenson, head of Clay Stephenson & Associates, Houston.

"The agency that elects to generalize its operation, by making its services available to advertisers of all different types, necessarily cannot be selective in the talent it staffs," he told the Corpus Christi Advertising Club last week.

Many agencies "attempt to be all things to all advertisers," Mr. Stephenson said, "and, interestingly enough, many sophisticated advertisers buy this incongruous philosophy. Where the manufacturer of a soap, for example, would not presume to think that his knowledge of soap would qualify him for success in the insurance business, he will naively grant this latitude of knowledge to an advertising agency."

■ People cannot be successfully "isolated" within an agency, he said, "and as the weed destroys the grass, so does the presence of talent with divergent interests destroy creative agency service. Thus it is that many agencies which boast large staffs fail to provide a truly creative marketing service." #

Grant Adds Three Accounts

Grant Advertising has added three new accounts. The agency's Bombay office has been named to handle American Express Co. in that area. International Machinery Co., Oakland, Cal., has appointed Grant's San Francisco office to handle its account, and Institute for Defense Analysis, Washington, D.C., has named Grant's Los Angeles office to handle a personnel recruitment campaign.

AGENCY SERVICE OVER THE YEARS
—WITH STABILITY, GROWTH, PROGRESS
AND DEPENDABILITY

LAKE SHORE
ELECTROTYPE DIVISION
812 West Van Buren · Chicago 7, Illinois
PHONE: HAymarket 1-1000

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With total retail sales of **$1,290,068,000** last year, San Diego County ranked 24th among the nation's 200 leading counties in this category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$1,290,068,000
HAMILTON (CINCINNATI), OHIO	$1,276,544,000
JACKSON (KANSAS CITY), MISSOURI	$1,098,354,000
FULTON (ATLANTA) GEORGIA	$1,063,052,000
DENVER, COLORADO	$ 916,190,000

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"THE RING OF TRUTH" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

COLLEGES MEAN BUSINESS IN 1962!

HERE'S WHY:

ENROLLMENT UP 7.8%

... figures just released by the U.S. Office of Education show Fall, 1961 enrollments have reached another all-time high of 3,891,000—a 7.8% increase over 1960—with a conservative forecast of 7.2 million enrollment by 1972.

$6.5 BILLION TOTAL BUDGET

... another record year of estimated expenditures for operation and expansion of higher education.

$1.3 BILLION FOR CONSTRUCTION

... tremendous expansion in all building categories with special emphasis on housing to meet increasing enrollments. The recent four-year, $1.2 BILLION Federal appropriation for college housing loans adds long-range impetus to residence hall construction programs. F. W. Dodge Corporation reports dormitory construction (most of it in colleges) in the first ten months of 1961 is up 39% to $377 MILLION.

COMPACT MARKET

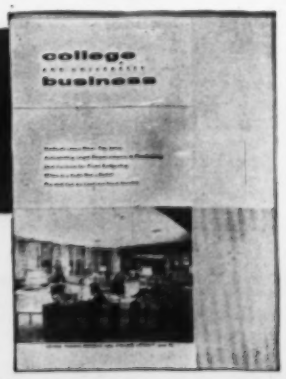
... there are 2,000 institutions of higher education, all volume buyers of nearly every type of product or service.

EASY-TO-REACH MARKET

... your advertising message reaches and influences all important buying influences in the college market through the pages of COLLEGE AND UNIVERSITY BUSINESS (1961 advertising volume: 654 pages . . . 5% gain over 1960, the fourth consecutive year of advertising gains!).

WRITE NOW for details about the potential for your product in the college market . . . the growth market for 1962!

college AND UNIVERSITY business



1050 MERCHANDISE MART
CHICAGO 54, ILLINOIS

F. W. DODGE CORPORATION
A McGraw-Hill Company

Howard Johnson Tests Traveling Outdoor Medium

Interstate's Truck Device Aims to Bypass Federal Restrictions

NEW YORK, Dec. 5—A new concept in outdoor advertising, a "traveling billboard," is now being used on the 131-mile New Jersey turnpike to skirt the federal ban on stationary outdoor ads, and "go where other billboards cannot go."

First advertiser to use the new medium is Howard D. Johnson & Co., Wollaston, Mass., with four panels advertising the restaurant chain's motor lodges.

The "traveling billboard" is a 7x7' painted area on the back of a trailer, and is offered in an ad package developed by Interstate Mobile Billboards.

Interstate was formed last November, according to Sid Fried, vp and partner. Mr. Fried said his partner and president, whom he declined to name, was now "employed as the advertising director of a national fashion house."

Formerly field service manager with Slater Bros. Co., electronic designer, Mr. Fried developed the project because his road travels indicated "an interesting statistical challenge" in the field of mass exposure.

■ Panels are available from $50 per unit per month on a 52-week contract. There is no limit to the number of colors, and no production costs. According to Mr. Fried, cost per 1,000 works out at 6¢.

Each ad, he says, creates 5,980 "passing positive impressions" per month on the New Jersey turnpike, which carries an average of 3,310,000 automobiles per month.

Interstate is using the Howard Johnson panels as a pilot campaign confined to the turnpike, but the concept has been cleared throughout the 26 states east of the Mississippi by the Interstate Commerce Commission and by local public service commissions.

The company is using panels on trailers of the Linden Motor Freight fleet, Linden, N. J., on a five-year contract. The company has 100 trucks.

MOBILE ADS—*This is how an Interstate Mobile Billboards ad looks to a passing motorist.*

Mr. Fried says the traveling signs can provide local, regional and national coverage where desired.

He is currently negotiating with companies in the whisky, auto accessories, auto insurance and gas fields, and will carry panels for WCAU, Philadelphia radio station, by January. WCAU will advertise within a 100-mile radius of the city. ≠

Computer Will Print Ads for 'Arizona Journal'

A computer will be used to operate and compose the classified advertising section of the *Arizona Journal*, Phoenix, a new daily scheduled to begin publication Feb. 14. This marks the first total adaptation of cold type offset printing to a metropolitan daily in regular use.

The General Electric 225 computer will set and arrange the classified section, handle advertising and circulation accounting, and supervise carrier boys and news dealer operations.

Downing Appoints Dain

Norman J. Dain has joined Downing Industrial Advertising, Pittsburgh, as an account executive. He was formerly copy chief of Fuller & Smith & Ross, Pittsburgh.

Johnson Joins Hart as VP

Soulard Johnson has joined Hart Advertising Co., St. Louis, as vp in charge of client service. Mr. Johnson was formerly president of KWRE, Warrenton, Mo.

70% of Fort Wayne, Ind. Homes Owner Occupied

This and hundreds of other facts on our 15-county market area in the new 32-page Golden Zone book. Write for your free copy today.

FORT WAYNE
INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

HOUSTON POST PROFILE RESEARCH

PRODUCT: FROZEN ORANGE JUICE TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 62.3% (322,700)

CHARACTERISTIC	FROZEN ORANGE JUICE	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	37.6%	21%	23%	14%
$3000 - $4999	57.9	32	34	19
$5000 - $6999	72.7	45	39	22
$7000 or more	83.7	59	47	17
AGE (Head of Household)				
Less than 35	65.0%	37%	36%	14%
35 to 50	64.6	39	34	20
50 or more	57.1	36	37	20
FAMILY SIZE				
1 or 2	56.8%	36%	36%	17%
3 or 4	68.2	41	37	20
5 or more	60.0	35	33	18
OCCUPATION				
White Collar	72.2%	49%	42%	20%
Blue Collar, Skilled	63.9	35	35	22
Unskilled & Farm	47.0	28	27	9
Other	48.2	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, 1961-62
Sales Management Survey of Buying Power, May 10, 1961

More than 62% of the 519,700 families who make up the Houston market buy fresh frozen orange juice . . . and to people who sell citrus in a can that's a lot of liquid sunshine.

But outsized numbers are only one measure of a market.

The real composition of the market for a particular product and brand is a blend of many characteristics. And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells frozen orange juice manufacturers that Houston area folks who prefer their juice on the instant side tend to have higher incomes, fall into the middle and younger age brackets, are members of medium sized family groups and are "white collar" families.

It also tells advertisers that the same characteristics that apply to frozen orange juice buyers also apply to readers of THE HOUSTON POST.

Whether you're selling orange juice or outboard motors, toothpaste or tuna fish, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product or brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER / SHOWING THE WAY IN DEPENDABLE MARKET RESEARCH

CUSTOM CERAMICS
for PROMOTIONS · PREMIUMS · GIVEAWAYS
Write on company letterhead for FREE SAMPLE.
CONTEMPORARY CERAMICS, inc.
175 Fifth Avenue New York 10, N. Y.

MPO Opens Toronto Studio

MPO Videotronics, New York, tv commercial and industrial film producer, has opened a Canadian branch at Lakeshore Studios, Toronto. In addition to New York, MPO has offices and studios in Detroit, Chicago and Hollywood.

Keep the food market operators informed—advertise in the
grocers journal
Owned and published by the Southern California Food Market Operators since 1912. Issued weekly.
1206 Maple Ave., Los Angeles 15, Calif. Richmond 9-3201

Sylvania to Spend $500,000 to Push Flashbulb Package

NEW YORK, Dec. 5—Sylvania Electric Products will spend about $500,000 in the next four months promoting a new color package for its flashbulbs.

Advertising, based on an "easier to choose—easier to use" theme, will plug a premium coupon on the package redeemable with $3.50 for an attache case. A trade campaign in December and January, a radio push in January, and magazine ads in February and March will herald the new package.

Three-page color inserts and b&w spreads will start running this month in 14 drug, photography, tobacco and grocery store publications. Sylvania will sponsor 43 news broadcasts over the NBC radio network from January to March 31, and another 45 news programs over the Mutual network. In addition, the company will run b&w pages in *Modern Photography*, *Popular Photography* and *U.S. Camera*, and a color page in a February issue of *TV Guide*.

NOW EASIER TO CHOOSE
Shows you the right bulb at a glance
NOW EASIER TO USE
New simplified photo guide on back
SYLVANIA FLASHBULBS
BLUE DOT M2

NEW PACKAGE—*This banner is part of Sylvania's promotion of the new color package for its flashbulbs. On the back of the package is a premium coupon redeemable, with $3.50, for a courier attache case.*

Sylvania is providing photo finishers across the country with four-color negative envelopes, showing the package. Salesmen will pass out cartons of matches, shaped like the new color package, to retailers.

The new flashbulb container, housing 12 flashbulbs, shows a color picture of a young woman taking a flash picture. Robert L. Kleinfeld, vp of photolamp marketing for Sylvania, explained that "young mothers are the photographers of the nation." The boxes themselves have a squared-off design making them easier to stack, the company said.

The package also comes equipped with hang tabs at the end and side for hanging on racks or pegboards. Counter racks, floor merchandisers, display posters and window streamers will be supplied to dealers, as well as the new packages, by early spring, Mr. Kleinfeld said.

Sylvania, which has a 48% to 50% share of the flashbulb market, according to Mr. Kleinfeld, has discontinued its split packages, containing eight or 10 bulbs. Sales in less than the standard 12-bulb package lots only accounted for about 1% to 1.5% of sales. Mr. Kleinfeld said.

The flashbulb company sees an increasing market in smaller flashbulbs, as reflected by an increase in simplified flash equipment and greater amounts of merchandising space given over to the compact bulbs.

Kudner Advertising is the agency. #

Russell to Rejoin Buchen

Charles W. Russell, account executive at Needham, Louis & Brorby, Chicago, will rejoin Buchen Advertising, Chicago, on Dec. 18, as head of the agency's agricultural staff. He had been with Buchen until last June, leaving the agency after Oliver Corp., agricultural and construction machinery manufacturer, moved its account from Buchen to Fuller & Smith & Ross (AA, March 13).

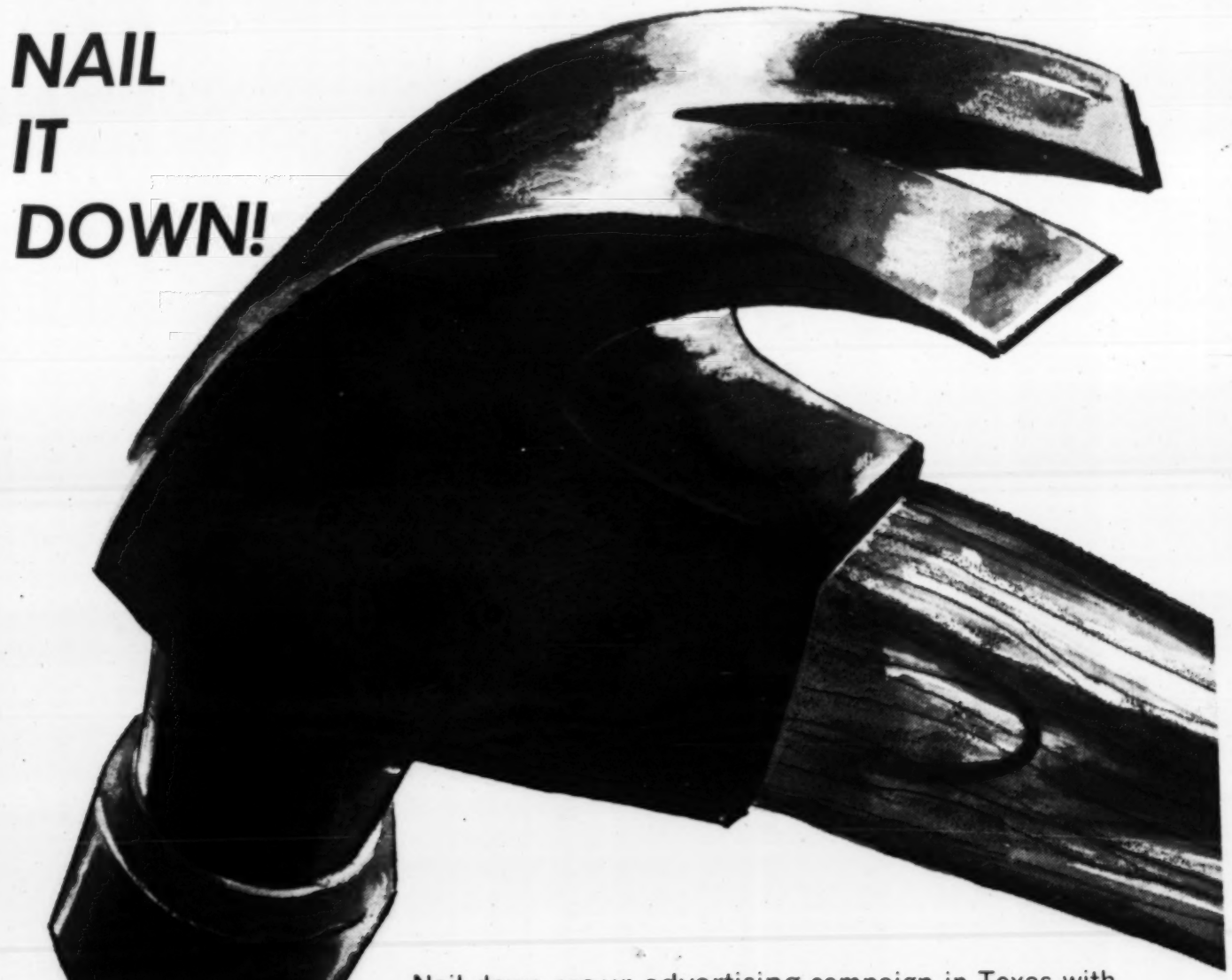
Kaynar Boosts Two

Kaynar Mfg. Co., Pico Rivera, Cal., has appointed Robert Lenard director of advertising and public relations and has named Gordon L. Reese market research manager. Mr. Lenard was formerly manager of administrative services; Mr. Reese joined the company in 1956 as special projects administrator.

Sho-Fel Appoints Speer

Sho-Fel Machine Works, San Gabriel, Cal., manufacturer of close tolerance machine parts and assemblies for aircraft and missile contractors in the defense industry, has appointed Speer & Mays, Los Angeles, to handle its advertising.

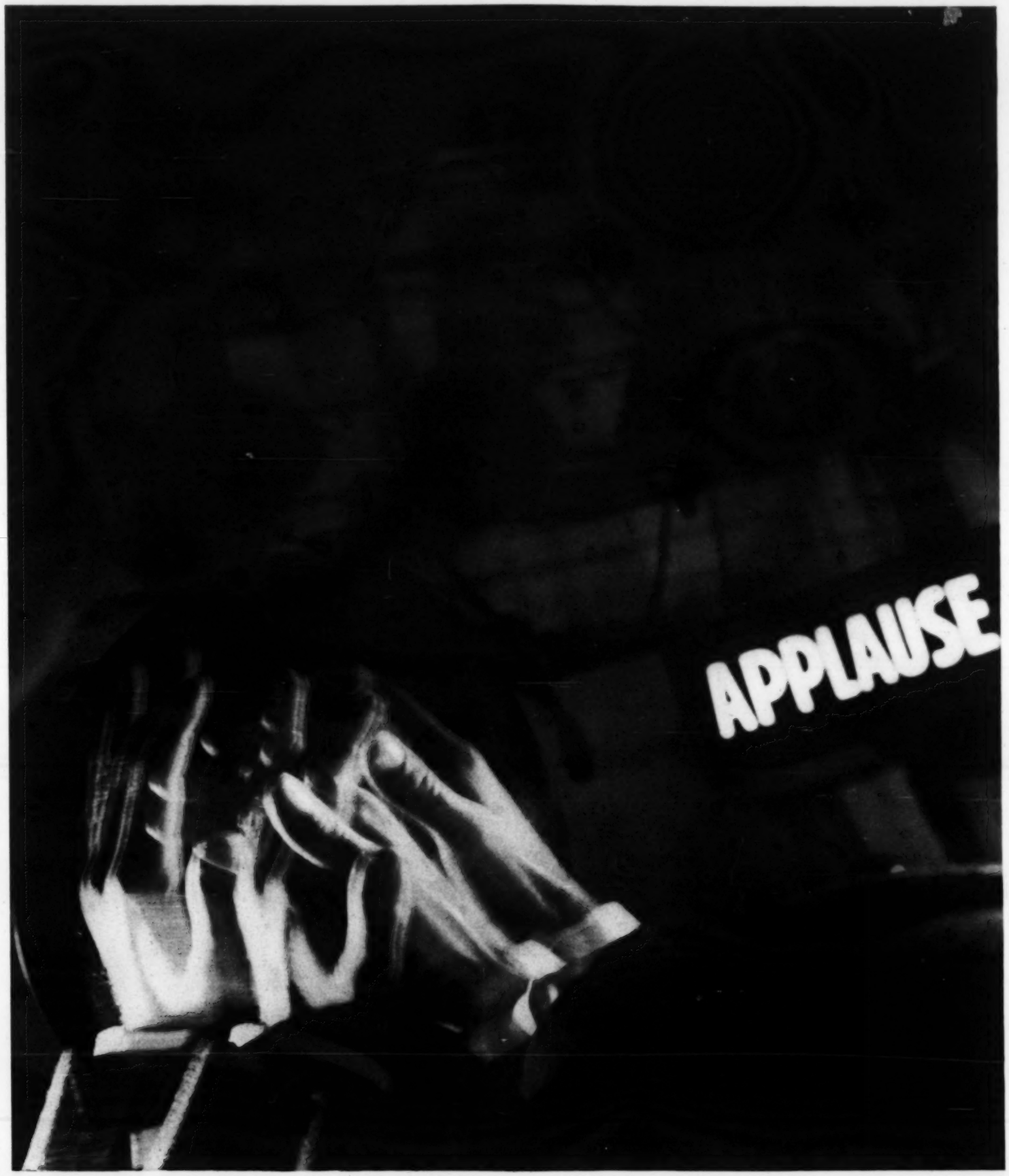
NAIL IT DOWN!



Nail down your advertising campaign in Texas with the best coverage of the 100-county Fort Worth Market . . . where 23% of ALL Texans live . . . where 24.1% of all Texas' Effective Buying Income is concentrated . . . covered best everyday (over 243,000 homes daily, morning, evening and Sunday) by the . . .

FORT WORTH STAR-TELEGRAM
Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager
LARGEST COMBINED DAILY CIRCULATION IN TEXAS
without the use of schemes, premiums or contests
"Just a good newspaper"

SOURCES: Sales Management, ABC Publisher's Statement, Sept. 30, 1961



But who leads the cheering for the commercials?

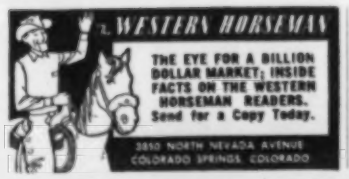
"Let's give this little girl a hand!" pleads the m.c. The studio audience obliges. And millions of viewers across the country conclude that maybe the little girl is pretty good.

But who leads the cheering for the commercials? Those vital three minutes, which carry all your hopes of sales and profit, go out over the airwaves on their own. They have to earn their own cheers.

Even more than the show, a commercial needs audience appeal. It needs action. It needs mood. It needs to be warmly human. And it needs the most skillful and persuasive sort of selling.

That, we believe, is the key to television success. And that's what we're here for.

The commercial is the payoff.... N. W. AYER & SON, INC.


WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Pfizer Buys Pacquin Hand Care Products, Ben-Gay

Chas. Pfizer & Co., New York, has gained entries in the toiletry and proprietary drug fields with the acquisition of Pacquin Inc. and Thomas Leeming & Co., both New York. Pacquin manufactures Pacquin hand cream, Silk 'n Satin lotion, and ManiMagic cream cuticle remover—thus giving Pfizer its first toiletry products. Leeming markets Ben-Gay ointment, a proprietary drug. Pfizer, producer of ethical drugs, industrial chemicals and agricultural products, previously has marketed only a limited number of proprietaries.

The two businesses will be operated as autonomous, wholly owned subsidiaries, and their agency lineups are expected to remain the same. William Esty Co., New York, handles Pacquin and part of the Leeming account. Other Leeming agencies of record are William Douglas McAdams Inc., New York, and Harvey & Thomas, Philadelphia.

Best Buy in Ohio..
Sterling
OUTDOOR ADVERTISING CO.
12¢ per thousand
9.3 T.A.B. rating
an H. H. SEFF CO.
established over a Third of a Century
56 N. Summit St. Akron, Ohio

Breck Sets TV Specials

John H. Breck Inc., Springfield, Mass., has scheduled a series of tv specials over CBS-TV this season, to be known as "Breck Golden Showcase." The first show, "The Picture of Dorian Gray," was presented Dec. 6. Three other stories are under consideration. Reach, McClinton & Co., New York, is handling the series.

Lamb Glass Names Chapel

Lamb Glass Co., Mount Vernon, O., manufacturer of gallon and half-gallon milk bottles, has appointed Chapel & Associates, Mansfield, O., to handle its advertising.

Lestoil Names Carroll

Owen J. Carroll has been appointed merchandising manager of Lestoil Products, Holyoke, Mass. He formerly was a product manager in the Boyle-Midway division of American Home Products.

LOCAL APPROACH—*Saco-Lowell Shops, Easley, S.C., textile machinery maker, is using newspaper ads like this in North and South Carolina to stress its contribution to the economy of those states. Henderson Advertising Agency, Greenville, is the agency.*

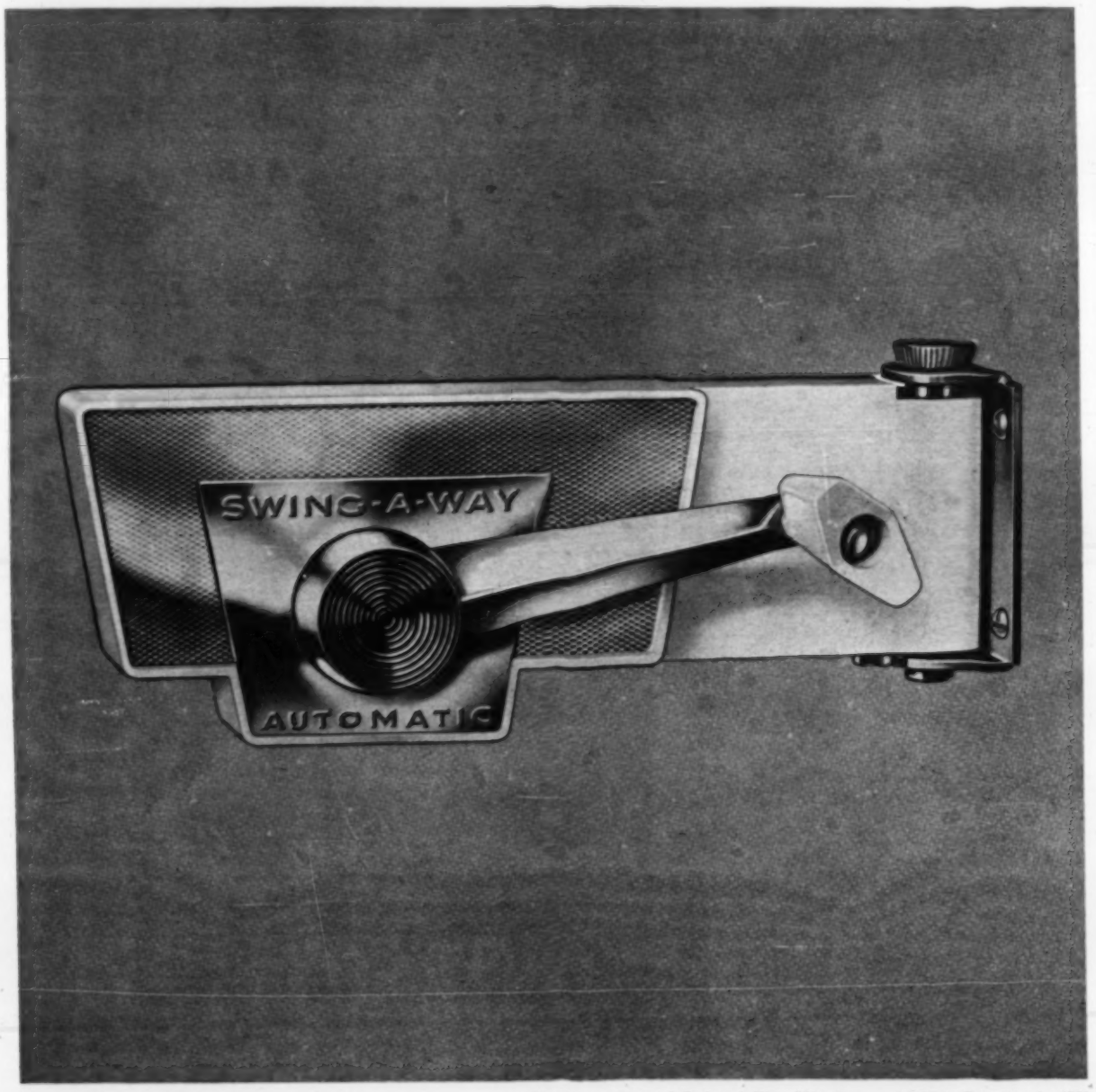


Photo courtesy of Swing-A-Way Mfg. Co., an A&SP advertiser in 1961

When is a product a premium?

The number of nationally-known products available as premiums and prizes keeps growing from year to year. Perhaps this is a market you've given some thought to for a product made by your company or by a client.

The benefits are several. The market for incentive merchandise is large—and growing. By itself, it offers an opportunity for a handsome volume of new business. In addition, it almost always means bonus advertising for your product, being featured in the user's magazine space, television and radio time, in newspapers, point-of-purchase advertising and direct mail.

A&SP's unparalleled coverage of sales promotion, advertising and merchandising executives (the idea people who create merchandising ideas, pick premium offers), in combination with monthly departmental editorial features on premiums, prizes and specialties, has helped many companies develop their share of the premium market. Perhaps A&SP can help you or your client.

A & SP Advertising & Sales Promotion
FORMERLY ADVERTISING REQUIREMENTS
200 E. ILLINOIS ST. • CHICAGO 11, ILLINOIS

New Antenna Boosts N.Y. UHF Station's Potential Audience

NEW YORK, Dec. 5—Newton N. Minow, chairman of the Federal Communications Commission, threw a switch here Nov. 29 putting the new, circular antenna of WUHF, experimental ultra high frequency tv station, on the air.

The ceremony took place at the Empire State Bldg., site of Channel 31's new 22-story antenna as well as the antennae of the area's seven vhf channels.

Since Nov. 5, WUHF has been operating temporarily with a directional antenna which could not beam its signal to all areas of the city. The station was established by the FCC to test the technical aspects of uhf. The commission is eager to expand the number of uhf stations to alleviate the overcrowded conditions among vhf outlets. New York was chosen for the experiment because, as a "canyon city," it offers some of the greatest obstacles to uhf transmission.

■ The FCC was given a congressional grant of $2,000,000 for the station's facilities and transmission costs. New York City, which is operating the station for the FCC, through its Municipal Broadcasting System has allocated $348,000 to pay for programing and personnel costs.

Some of the material of the experimental, educational outlet includes original programing, but much of it is simulcasts of shows running on the vhf channels, following an agreement made by these stations with the FCC. WUHF is expected to be operated 14 hours per day.

By means of a converter, which is priced from $24 to $40, a regular vhf tv set can pick up the uhf outlet. The city of New York is considering the installation of uhf conversion antennae in new housing projects. One main converter could take care of an entire apartment building. #

BBDO Names Chapin, Gruen

John E. Chapin, an account supervisor in the Detroit office of Batten, Barton, Durstine & Osborn, has been elected a vp. Jane Gruen, associate director of BBDO's fashion department in New York, has been named fashion director, succeeding Russ Norris, who has joined Vera Maxwell Inc., New York fashion designer, as an associate.

R. Carl Chandler, Chairman of the Board, Standard Packaging Corp., introduces greeting card vending machines to the market.

"To step ahead . . . advertising is essential."

"New techniques . . . new applications . . . can mean new markets and growth to any progressive company. But the competitive advantage falls to those who back their products with aggressive advertising and marketing.

"Because of the pace at which business moves today, we believe our own advertising essential to communicate with the many segments of business and industry we wish to reach. To me, consistent advertising in business publications is a vital factor in gaining and maintaining a leadership position."

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.
330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

The case of the underestimated color campaign

This stunning color campaign in the Chicago Tribune achieved what every advertiser secretly hopes for.

It was an instantaneous sales success. It won the special Creativity Award for color advertising from *Editor & Publisher* magazine. It inspired complimentary phone calls, letters...even poetry from readers.

Yet this advertising, planned as 13 color pages to run exclusively in the Chicago Tribune, was canceled after the fourth ad. Why?

The answer has its beginning last spring. Burny Bros., a bakery which had used virtually no advertising in its 51 years of business, was opening a modern new baking plant at suburban Northlake. After a careful marketing study, the decision was made to embark on a color campaign in the Tribune.

The company's advertising agency, Henri, Hurst & McDonald, created a truly beautiful series of ads. Technical assistance was furnished by the Tribune's production staff. And the first four ads appeared in quick succession beginning March 3.

Mr. Thomas Flood, advertising manager for Burny Bros., tells what happened next:

"Not only did customers flock to our stores, but a leading trade paper wrote an editorial on the fine job our advertising was doing for the baking industry. Newspapers in other parts of the country requested the ads for use with local bakeries.

"We received many complimentary letters and phone calls from Tribune readers. One woman even wrote a poem. Customers kept phoning to ask where they could buy our products. Even our agency was besieged by requests from other clients, because their wives found our stores sold out when they went shopping."

Each ad invited readers to "Bring home something good from Burny Bros.," and thousands of Tribune readers took them at their word. Response soon reached such proportions that the company couldn't bake enough bread, cakes and rolls to satisfy the demand. Rather than incur customers' displeasure, the company decided to halt its color campaign just eight weeks after it began.

As late as October 1, Mr. Camille Burny, Jr., said, "We are still operating at capacity, but we like to take our time at Burny Bros. High quality bakery products can't be hurried. As new techniques increase production at our larger new plant, we will be able to resume our planned advertising—especially of many exciting new items we have been perfecting. Still I wish we had built our new plant twice the size."

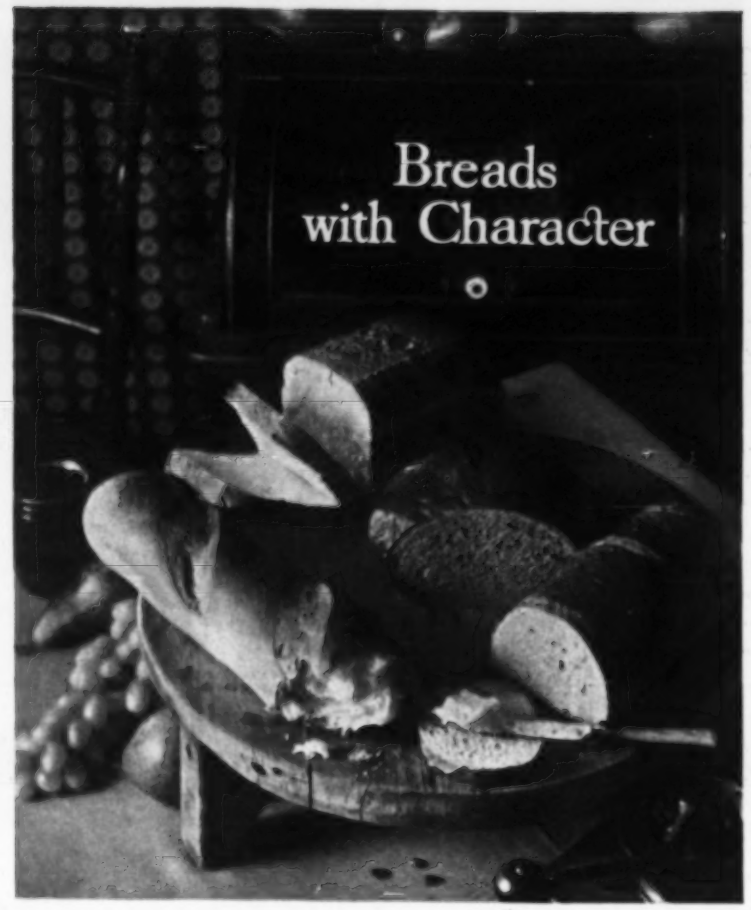
With a wistful thought for the nine color pages as yet unborn, unsung...and unpublished, we at the Chicago Tribune echo his wish.

MORAL FOR ADVERTISERS: Nothing sells Chicago like Tribune advertising—especially Tribune color advertising. But please, please, check your production capacity first.

Chicago Tribune

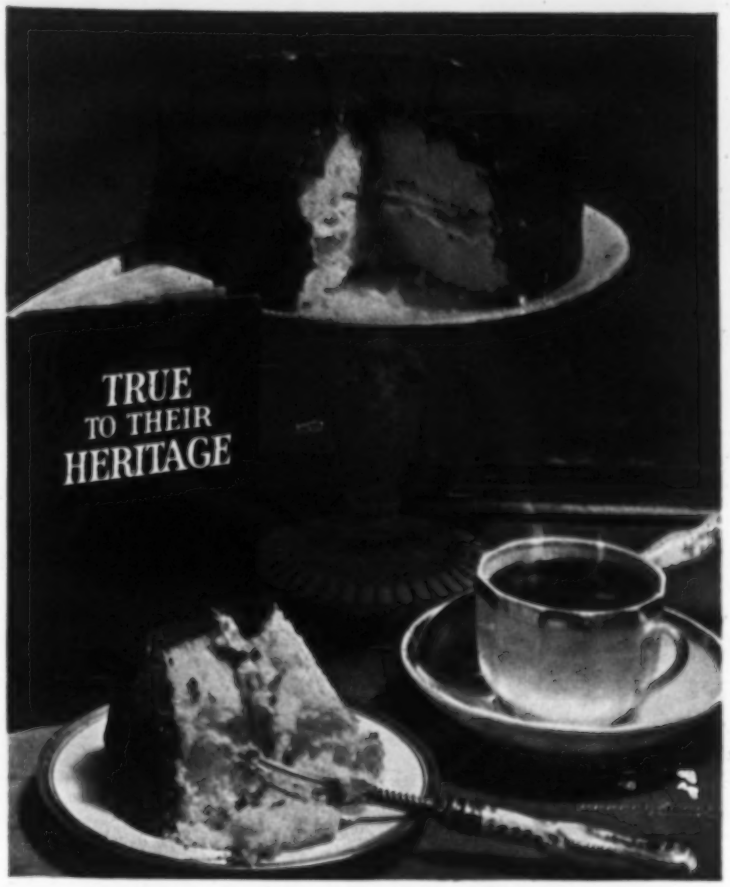
THE WORLD'S GREATEST NEWSPAPER

Tribune color worked almost too well for Burny Bros. It can work for you. We'd welcome the opportunity to show you how Tribune color can produce outstanding results for you in the Chicago market. Call a Tribune representative for the full story.



Long loaves of crusty French bread; smooth golden delicate breads; well-flavored substantial breads; all with soft velvety crumbs, pleasing fragrance, and a fine eating quality. Our butter 'n egg baker men who like to take their yeast-raising time say it takes the sun and soil, a careful hand, and the smile of God to make a loaf of good bread.

Bring home something good from **BURNY BROS.**



. . . and made by our butter 'n egg baker men for people who can appreciate the quality, the purity, the good taste in every fragile, tasty crumb. Each cake is true to its name, honest with its heritage. A yellow cake, for example, is just that, an original, bona fide yellow cake with frosting designed for compatibility. Other cakes are made with the same old time goodness of reliable recipes and fine ingredients.

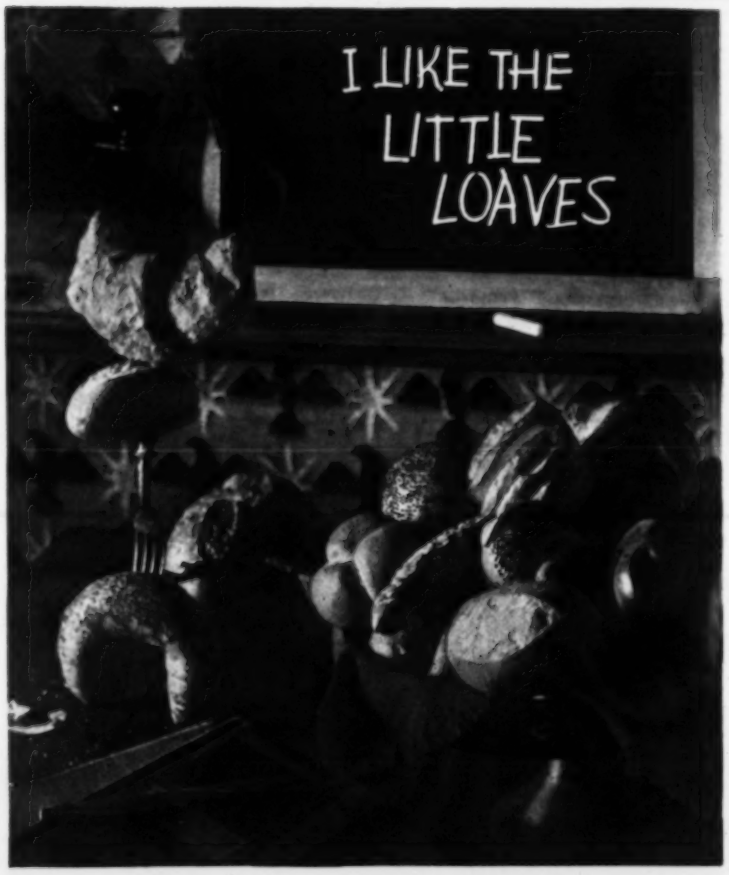
Bring home something good from **BURNY BROS.**

Your Choice: *from our butter 'n egg baker men who love to take their old-fashioned yeast-raising time.*

LIGHT, CRISP, FLAKY, TENDER COFFEE CAKES

We asked them how they went about making these deftly shaped, tempting coffee cakes. First, they said, the quality ingredients must be a combination that coaxes out subtle flavors and leaves a lingering memory of their goodness. Coffee cakes must be elegant, but not too proud for breakfast. More, as they would say, sociably inclined, for going with bacon for example, or eggs if you wish, or maybe just with steaming fragrant coffee. Surely, in the Burny Bros. variety, there is one for you.

Bring home something good from **BURNY BROS.**



Graceful, charming, miniature versions of breads made by our butter 'n egg baker men who like to take their yeast raising time. Soft butter puffs; rye rolls with a sprinkling of taste sharpening coarse salt on the outside and a soft velvety texture inside; crusty egg rolls you enjoy tearing apart, smearing with butter and crunching in your mouth. So good, people tell us, that many times they end a meal with a piece of this good bread and find the old-fashioned flavor lingering like the memory of a good friend. Twelve varieties, all cordial companions to other foods at every meal and mingling well in festive company, too.

Bring home something good from **BURNY BROS.**

unusual split

runs for market testers are the specialty of the Advertising Research Center of the Des Moines Register and Tribune. These papers are 90.8% home delivered and cover the entire state. So . . . you can run an ad offering, say, one premium in Ames — a college town, and in same position, same day, offer a different premium in Newton — an industrial town. Get a full presentation of this ideal Iowa test market by calling Verl Brewer, telephone CHerry 3-2111, Des Moines, Iowa,

IOWA

DES MOINES REGISTER AND TRIBUNE

PIN DOWN ALL THE IOWA FACTS. CALL NEWSPAPER MARKETING ASSOCIATES – NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, LOS ANGELES, SAN FRANCISCO.

NOSE JOB—*Vick Chemical Co., New York, has updated its packages by incorporating the company's famous blue jar on the front panel of the package. Research had shown that the Vick package had become so familiar it was being passed over by consumers in favor of more arresting packages. Stuart & Gunn designed the new package.*

GE Unit Names Agency

General Electric's insulating materials department has appointed MacDonald & Rosman Advertising, Schenectady, as its agency.

We're the No. 10 Market!
JUST A HINT OF MINT...
Check the Banks of the Potomac.
But, money isn't everything!
LIFTING MONEY BUILDS MUSCLES!
I found A silver dollar.
WRC-TV IS THE HOST!

Much of the nation's capital is in Washington! When it comes to income, families served by WRC-TV earn more per household than those of any other area in the country! Washington is the only metropolitan area in the United States in which all counties (5) rank in the "top ten" for Effective Buying Income per-household. And two of those counties top the list!* All of which means that on WRC-TV you reach the most able-to-buy families in the country. If you want to reach and sell those families, bear in mind that ARB for Oct. '61 reports WRC-TV as first in share of audience and number of homes delivered all week long, from 6:00 P.M. to midnight. What better way to make your advertising most productive? Get your message to the Washington market on WRC-TV...leadership station in the nation's capital.

*Sales Management Survey of Buying Power May 10, 1961

WRC-TV NBC
IN WASHINGTON CHANNEL 4 NBC OWNED
REPRESENTED BY NBC SPOT SALES

Coming Conventions

(Listed Alphabetically)

*Indicates first listing.

Advertising Assn. of the West, 59th annual meeting, Denver-Hilton Hotel, Denver, June 23-27.

Advertising Federation of America, midwinter legislative conference, Statler-Hilton Hotel, Washington, Feb. 7; 5th district, Shawnee Hotel, Springfield, O., March 22-24; 4th district, Robert Myer Hotel, Jacksonville, May 10-12; 9th district, Denver-Hilton Hotel, Denver, June 23; 58th national convention, Denver-Hilton Hotel, Denver, June 23-27; 1st district, New Ocean House, Swampscott, Mass., Sept. 23-25.

American Assn. of Advertising Agencies, Southwest Council, Shamrock-Hilton Hotel, Houston, Feb. 14-16; annual convention, Greenbrier Hotel, White Sulphur Springs, April 26-28; central regional meeting, Ambassador West, Chicago, Oct. 17-18; western regional meeting, Hawaiian Village, Honolulu, Oct. 22-25.

American Marketing Assn., annual winter conference, Biltmore Hotel, New York, Dec. 27-29.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, Chicago, May 3-6.

***Associated Business Publications**, winter conference, Roosevelt Hotel, New York, Jan. 31; annual publishers meeting, Homestead, Hot Springs, Va., May 6-9.

***Assn. of National Advertisers**, spring meeting, Commodore Hotel, New York, May 20-22; annual meeting, Homestead, Hot Springs, Va., Nov. 8-10.

***Bureau of Advertising**, annual meeting, American Newspaper Publishers Assn., Waldorf-Astoria, New York, April 23-26.

***Business Publications Audit of Circulation**, 30th annual meeting, Drake Hotel, Chicago, Feb. 15.

***Direct Mail Advertising Assn.**, West Coast conference, Fairmont Hotel, San Francisco, April 25-26; 45th annual convention, Sherman Hotel, Chicago, Sept. 11-14.

Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago, Feb. 18-20.

International Advertising Assn., 14th World Congress, Sheraton-Chicago Hotel, Chicago, April 17-19.

National Advertising Agency Network, annual meeting, Dorado Beach Hotel, San Juan, Puerto Rico, June 27-July 2.

National Business Publications, annual spring meeting, Boca Raton Hotel & Club, Boca Raton, Fla., March 11-15.

National Federation of Advertising Agencies, annual management conference, Hollywood Beach Hotel, Hollywood, Fla., May 3-8.

Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago, Jan. 21-24.

***Point-of-Purchase Advertising Institute**, national members meeting, Summit Hotel, New York, May 9-11.

Western States Advertising Agencies Assn., annual conference, Oasis Hotel, Palm Springs, May 9-12.

Root Names Palm & Patterson

A. I. Root Co., Medina, O., manufacturer of beekeepers' supplies and producer of beeswax candles for churches and other uses, has named Palm & Patterson, Cleveland, to handle advertising for its new electrical printed circuits division.

Daniel & Charles Names Two

Sam Dana, formerly a copywriter with Grey Advertising, has joined Daniel & Charles, New York, as copy group supervisor. Lou Musachio, also formerly with Grey, has joined Daniel & Charles as an art director.

One of a series of comments on Metropolitan Oakland as a market by food marketing executives.

Is Metropolitan Oakland important to the H. J. Heinz Company? It certainly is! As one of California's largest population centers, and with its proximity to one of the country's best agricultural areas, it has dual importance to San Joaquin food processors. Close to the source of supply, this expanding market provides economical distribution costs.

This is particularly true in our case, because the newest and largest Heinz tomato processing factory is located at Tracy, only 60 miles distant from downtown Oakland. The nearness of our plant to the biggest retail market for food products in Northern California benefits the area, its consumers and our company with better service and lower prices.

At Heinz, we believe we are both good neighbor and business partner with the people of Alameda and Contra Costa counties. We expect to continue to expand with Metropolitan Oakland.

JOHN D. SCOTT, Vice President—Sales
H. J. HEINZ COMPANY

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

National Representatives:
CRESMER & WOODWARD, INC.

Member Metro Sunday Comics Network

GO BIG.. BE BIG
In the TRIBUNE...

*GREATEST HOME DELIVERED CIRCULATION IN NORTHERN CALIFORNIA

British Buy Adds Magazines to Media Empire of 'Retired' Roy Thomson

'Illustrated London News' and 'Tatler' Join Dailies, TV and Radio Holdings

LONDON, Dec. 5—Gaining control of Illustrated Newspapers Inc. last week (AA, Dec. 4) fulfills a long-held wish of Roy Thomson, the Canadian-born magnate who "retired" from his extensive North American radio and newspaper chain and came to Britain eight years ago (AA, July 27, 1959, *et seq.*).

Since that time he has built another new media empire, and last week confirmed that he had bought controlling interest in Illustrated Newspapers from the UK's shyest and richest millionaire, shipping tycoon Sir John Ellerman.

Roy Thomson

Illustrated Newspapers publishes glossy magazines, including *The Tatler, Illustrated London News* and trade publications such as *Drapers' Record* and *Men's Wear*.

Mr. Thomson has long had ambitions to run a magazine chain. In his statement at the last annual general meeting of the Thomson Organization Ltd. he envisaged expansion into the specialized magazine publishing field.

■ First moves in this direction took place last month when the Thomson organization acquired a controlling interest in *Ambassador*, the well known British export magazine.

Ambassador, said Mr. Thomson, has been in the forefront of British overseas promotions to all parts of the world for more than 20 years and it is contemplated that its present activities will be "considerably expanded" in the future.

The next move toward building a magazine empire came within the past two weeks when Roy Thomson formed a new company called Thomson Publications Ltd., "to coordinate management and to carry on the business of printers of books, magazines and newspapers."

This, it was thought, was to be the beginning of the proposed Thomson group of magazines.

Within a day or two, the London Stock Exchange ran the price of Illustrated Newspapers Ltd. up to a peak of $1.05 on rumors that there was to be a take-over bid.

■ The private deal, worked out at 73¢ per share, gave Mr. Thomson 55% of the equity.

"We intend to make the same offer to the outside shareholders," Mr. Thomson said in an interview.

"What people expected was a fight. There can be no such thing. It has been an amicable purchase of the shares at a fair price.

"The deal is the basis of a quality magazine group. We are obsessed with quality here, but frankly I do not know enough about the business yet to tell you how we shall expand."

Mr. Thomson's bid for the entire share capital of Illustrated Newspapers Ltd. represented $4,082,400 when he acquired control by buying Sir John Ellerman's 55% holding for $2,245,600.

■ Earlier this year Mr. Thomson tried to merge Thomson Newspapers with the $123,200,000 periodical group, Odhams Press (AA, Feb. 13, *et seq.*).

This bid was thwarted by the *Daily Mirror* group in a take-over battle which ran up the price of Odhams shares on the London Stock Exchange.

This time Mr. Thomson is the victor, having out-maneuvered Stevens Press, publisher of the glossy magazines *Queen* and *Go!*

Jocelyn Stevens, nephew of Sir Edward Hulton—who once owned the ill-fated *Picture Post* and other publishing interests—had made several approaches to Illustrated Newspapers. He was interested in acquiring them for his publishing company, but each time was told Sir John Ellerman did not wish to sell the interest he acquired from the Inverest Paper Co. in 1937.

■ The *Illustrated London News*, founded in 1842, is the oldest of the big trio of glossy magazines published by Illustrated Newspapers. *The Sphere* began in 1900 and *The Tatler* a year later.

They have had difficult times since the war, making their way in a restricted market. *The Sphere* and *The Tatler* tend to reflect a way of life that is fast disappearing with the social changes that have been going on since the war. Their stock-in-trade, now much reduced, has been pictures of glamorous hostesses, guests at house parties and hunt balls.

Sir Bruce Ingram, now 84, has been editor of *Illustrated London News* since 1900. He brought out his first issue when he was 22.

He supervised a 24-page supplement on the death of Queen Victoria. After his mammoth issue on the war in the Transvaal sold out at 60¢ he was confirmed in office as editor.

■ Mr. Thomson was non-committal about his plans for his new properties.

"We are going to run them," he said. "We have no plans beyond that. We will have to go in and investigate. We have nothing specific in mind."

At the moment, he said, he was only interested in quality magazines. Asked if he planned to take over any more magazines, he replied: "Oh yes, certainly. We are looking around all the time. We are on the prowl."

Late last year Mr. Thomson's "prowling" brought him to Africa, and he founded a newspaper in Nigeria. He further strengthened his position on that continent Oct. 31, when he acquired control of the entire share capital of Kachalola Ltd.

■ His company, Thomson Newspapers Rhodesia, thus got controlling interest in African Newspapers Ltd. and the Blantyre Printing & Publishing Co., and added another 15 publications to the far-flung empire.

African Newspapers Ltd. publishes the *Daily News* in Salisbury, plus 13 weekly, fortnightly and monthly newspapers and maga-

BIG
EARNINGS
WITH SAFETY
INSURED BY U. S. GOV'T. AGENCY

ALLISON WAUGH & CO., INC.
6670 Northwest Hwy., Dept. AA
Chicago 31, Illinois
Ideal for Pension, Welfare and Profit-Sharing Funds.
Please send FREE LIST of and INFORMATION on Insured Savings and Loan Associations.

NAME_____
STREET_____
CITY_____STATE_____

VIDEO TAPE is the shape of QUALITY TV commercials TODAY!

SCOTCH® BRAND LIVE-ACTION VIDEO PICTURES, SIMPLIFIES

"LIVE" LOOK! Extraordinary visual presence of "SCOTCH" Video Tape, in black and white or color, gives new dimension to product sales appeal, believability. Tape assures complete compatibility of picture source and picture (both electronic), prevents jitter, achieves greatly expanded gray scale from absolute black to pure white. Result — commercials of unsurpassed quality.

INSTANTANEOUS SPECIAL EFFECTS! Wipes, dissolves, fades...pixies and giants...split-screen and dream sequences—you name it! You can matte person or product into different scenes, combine several images of the same person, photos, drawings, titles, cartoons, movies with live or tape. No waiting for the lab—"SCOTCH" Video Tape performs with ease and economy, instantly!

AND TAPE GIVES THESE ADDED ADVANTAGES! Immediate playback of commercials created on "SCOTCH" BRAND Video Tape is today's best insurance against fluffs—provides many other production advantages. In a matter of seconds, the producer, director, performers all know exactly the result of the latest take. They can immediately determine if the scene should stand or how precisely to improve it. Work schedules are uninterrupted, permit efficient scheduling of sets, talent, crews. Clients can see *and approve* new commercials on the spot, when enthusiasm is high. And, the many time- and money-saving advantages of video tape are yours, whether commercials are black and white or color. Either can be recorded on any roll of "SCOTCH" Live-Action Video Tape.

zines circulating in the Central African Federation comprised of Northern and Southern Rhodesia and Nyasaland.

Blantyre Printing & Publishing Co. publishes the *Nyasaland Times* and has important printing interests, as well as distributing the bulk of all newspapers and magazines published in Nyasaland.

■ Mr. Thomson's existing interests in this region include an interest in Rhodesian Television and control of Odhams Press, Rhodesia, which he acquired from the London Daily Mirror group after it bought out the Odhams publishing empire.

African Newspapers Ltd. is expected to publish a Sunday newspaper. This has been the general pattern in Mr. Thomson's steady buildup of his publishing empire. He believes in using his printing and publishing facilities in the most economic manner possible, adding new publications where possible to put idle machinery to work.

■ Other interests owned or controlled by Illustrated Newspapers include the London book publishing house of Michaeloseph, and Martlet Press, commercial printers.

Mr. Thomson's British publishing empire, already valued at $81,200,000, owns the *Sunday Times*, the *Scotsman*, a chain of provincial newspapers, and Scottish Television Ltd. #

Katz, Jacobs Adds Three

Katz, Jacobs & Co., New York, has been named to handle advertising for three new accounts. They are Long Island Visitors' Bureau, Flushing Meadows, N. Y.; Empire Scientific Corp., New York, manufacturer of hi-fi component equipment; and Sachs Investment Corp., New York, real estate planner and syndicator.

McSorley to Baby Bathinette

Richard C. McSorley has joined Baby Bathinette Corp., Canandaigua, N. Y., as advertising and marketing manager, a new post. Mr. McSorley was formerly advertising and promotion manager of consumer durable goods of Aluminum Co. of America, Pittsburgh.

MacTavish Maupin Scofield Livingston Deck

N.D. BROADCASTERS OFFICERS—*Charles L. Scofield, KEYZ, Williston, has been elected president of the North Dakota Broadcasters Assn. Other officers elected include Stan Deck, KDIX, Dickinson, vp; Les Maupin, KLPM, Minot, secretary-treasurer; and Don MacTavish, KSJB, Jamestown, and Herman Livingston, KILO, Grand Forks, directors.*

Inquiries Don't Mean Ads Are Read, McGraw-Hill Finds

NEW YORK, Dec. 5—"The number of inquiries an advertisement receives is not necessarily an indication of its readership," according to a one-page research report issued today by McGraw-Hill Publishing Co.

This assessment was based on a study entitled "Laboratory of Advertising Performance Report No. 5073," covering 584 ads appearing in four 1959 issues of one of the company's industrial publications, which it declined to name.

McGraw-Hill interviewed more than 400 readers. Reader feedback scores were based on the question: "Did you read this advertisement?" and by "read" the company meant, "Did you read enough to get the main ideas?"

■ The survey indicated that at one end of the scale, 136 ads whose readership ranged from 6% to 10% averaged 6.3 inquiries per ad. At the other end, 26 ads whose readership rated the high scores of 31% to 35% averaged only eight inquiries each. In a middle area, 64 ads rating readership scores of 21% to 25% pulled the highest number of inquiries, 9.3 each.

"As results of the analysis show, if an advertiser's main purpose is to attract readers to information about his products or company contained in an ad, he cannot measure the ad's success by the number of inquiries it pulls," said Sim Kolliner Jr., director of marketing services. #

California Oil Names Agency

California Oil Co. has named White & Shuford Advertising, El Paso, as agency for its western division. The agency, which formerly handled advertising for the El Paso region only, has opened an office at 1700 Broadway, Denver, to service the account. Stanley Shuford, senior partner, will be in charge of the Denver office.

Goodwin Adds Spaw-Glass

Spaw-Glass, Houston, contractor-engineer, has appointed Goodwin, Dannenbaum, Littman & Wingfield to handle its advertising.

VIDEO TAPE MAKES TODAY'S BEST-SELLING PRODUCTION, COVERS THE COUNTRY!

EDITING'S EASIER! Multiple cameras permit on-the-spot video tape editing. Direct-cutting and splicing methods have improved. Now, out-of-sequence shooting, followed by tight electronic editing, has become routine. And you can mix tape, film, live, etc. Difficult shots can be re-used. Commercials can be lengthened, shortened, modified...quickly and economically!

TAPE COVERS...NET OR SPOT! Taped commercials can reach over 90% of any product's market. Complete tape facilities of each major network can deliver your message to 150-200 affiliated stations. Spot coverage is available coast-to-coast, in all major cities, and the number of markets reached by VTR-equipped stations continues to grow. At press time, the total was 127.

GET THE FULL TAPE STORY!
Send your next storyboard to your nearby video tape producer for analysis—and a bid that will surprise you! For a free copy of the new brochure, "Techniques of Editing Video Tape," write Magnetic Products Division, Minnesota Mining and Manufacturing Company, Dept. MBY-121, St. Paul 6, Minn.

© 1961 3M Co

Magnetic Products Division 3M COMPANY

"SCOTCH" and the Plaid Design are reg. TM's of Minnesota Mining & Manufacturing Co., St. Paul 6, Minnesota; Export: 99 Park Avenue, New York, N.Y. In Canada: London, Ontario.

visual communication

900 A.D.—Tajin Axe Head—Guatamala

NOW...OUR GRAPHIC PLANNING UNIT MAKES IT POSSIBLE TO ACQUIRE

a 24 page booklet, 10 3/4 x 8 1/4" FULL PROCESS COLOR complete, only 33 1/4¢ per unit*

price includes—layout and design all photography—art—typography four-color process separations fine quality printing...no extras

*In quantities of 50,000, prices on other quantities upon request.

Some of our friends are:
The Solomon R. Guggenheim Museum——Venus Pen & Pencil Corp.
The American Rolex Watch Corp.—Underwood Corp.—Knoll Associates
American Type Founders——Scontoweare——Boys' Clubs of America

Call, write or wire collect—We are staffed to personally handle your requirements, wherever your location throughout the United States.

STERLIP PRESS, INCORPORATED
240 West 40th Street, New York 18, N.Y.
Telephone: ——— LAckawanna 4-6897

THE DAY
Alex Dreier nailed the muggers

BULLETIN—Chicago, March 12, 1961 . . . Warren Culbertson, WBKB weather forecaster is victim of brutal mugging and beating. He is hospitalized.

BULLETIN—Chicago, March 18, 1961 . . . WBKB's switchboard relays call to home of Alex Dreier, ace newscaster. "Miss X" says she has clue to crime.

BULLETIN—Chicago, March 18, 1961 . . . Dreier immediately alerts police and WBKB camera crew. He speeds to tavern for rendezvous with tipster. WBKB's cameras record scene.

BULLETIN—Chicago, March 18, 1961 . . . Dreier and police tour neighborhood taverns, trap suspect. He confesses . . . implicates his two roommates.

BULLETIN—Chicago, March 19, 1961 . . . Less than 24 hours later, Dreier goes on air with filmed documentary of crime.*

BULLETIN—Chicago, April 17, 1961 . . . Three muggers are sentenced to 1 to 10 year terms in Illinois State Penitentiary, Joliet, Illinois.

***This is the kind of television Chicago has come to expect of Channel 7's "Climate of Creativity."**

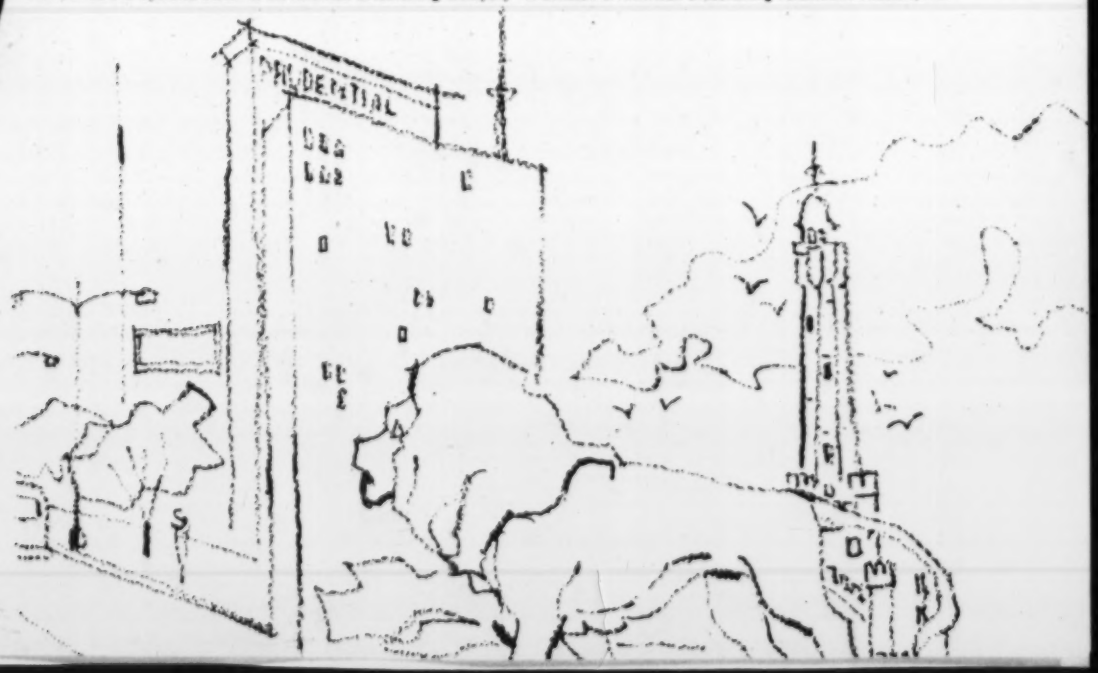
Are your clients taking full advantage of WBKB's "Climate of Creativity"?

A GOOD
CHICAGO HABIT

WBKB
CHICAGO'S
CHANNEL **7** abc

Americas most exciting network!

An Owned-and-Operated Station of the American Broadcasting Company - A Division of American Broadcasting-Paramount Theaters, Inc.



ETHIOPIAN EXOTIC—*Ethiopia is as exotic and bizarre as was its famous Queen of Sheba, says this b&w half page for Ethiopian Airlines prepared by Adams & Keyes. The ads are running in fall and winter issues of magazines.*

Italians May Ban Cigaret Ads

Move Seen Paradox Since Tobacco Is Government Monopoly

ROME, Dec. 5—A strong move is under way in the Italian government to ban cigaret advertising.

A health commission in the Italian parliament is fighting for legislation that would prevent Italians from advertising the blue smoke. Paradox in the situation is that the import, distribution and sale of cigarets and tobacco are a monopoly of the government in Italy.

The legislation is calling for a fine of about $300 for anyone who unfairly promotes the sale of cigarets; a ten-time offender would receive a fine ten times the amount for first timers.

Christian-Democrat leader of parliament, Valentino Perdona, who is a non-smoker, is spearheading the legislation. Chairman of the health commission is Mario Colellessa, who stresses the correlation between smoking and lung cancer. It is claimed that 89.2% of the cancer patients in hospitals in Rome are smokers. #

U.S. Companies Changing

A "significant" number of corporations have reorganized their companies as a result of expansion, mergers and acquisitions, according to a new study by the National Industrial Conference Board, New York. The reorganizations "are an attempt to effectively operate larger, more complex businesses that today serve new markets, produce new products, and operate in a changing legal and economic climate." In many companies, the study said, certain staff components are appearing at the corporate level for the first time. These functions include marketing and marketing research.

Motorola Boosts McLendon

Holmes D. McLendon Jr. has been named marketing manager for the commercial microwave department of Motorola Inc., Chicago. He joined Motorola last year.

Sandwich Contest Set

National Restaurant Assn. and Wheat Flour Institute, both of Chicago, are sponsoring the seventh annual National Sandwich Idea Contest. Entries may be mailed between Dec. 1 and Feb. 15, and the contest is open to owners, managers, employes in the hotel, restaurant, institutional food service field. First prize is a two-week all-expense air tour of Europe plus $500.

Preiss Buys Brown's Shares

Alvin Preiss, president and chairman of Preiss & Brown Advertising, New York, has bought the outstanding shares of the agency formerly held by Robert Brown, vp, secretary and art director, who resigned to continue in the graphic arts field. The agency, now in its 12th year, will retain its old name, all personnel and the full list of clients. At the same time, it has moved to 600 Madison Ave.

CCEA Sets New TV Push

Chicago Currency Exchange Assn. will use tv for the first time to promote its automobile license service. The association has scheduled 15 spots weekly through December on WBBM-TV. Gourfain-Loeff Inc., Chicago, is the agency.

Seelig Joins LeTourneau

Charles B. Seelig, former marketing manager of General Electric Co., has been named vp—marketing for LeTourneau-Westinghouse Co., Peoria, Ill.

Riedl Names Morrow VP

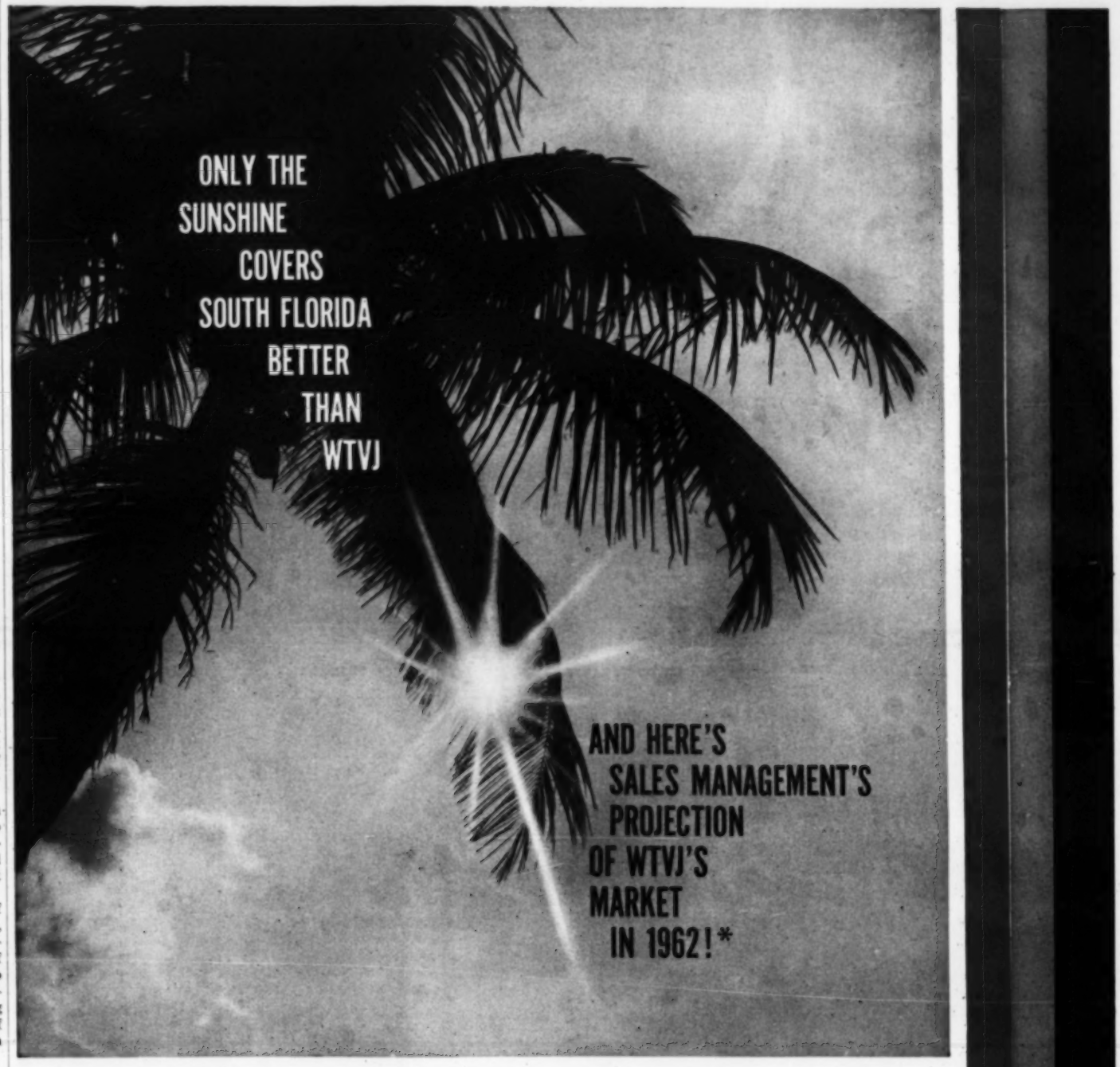
Finlay W. Morrow, marketing director of Riedl & Freede, New York, and Clifton, N.J., has been appointed a vp.

An imaginative few of the READING, VIEWING and LISTENING PUBLIC may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special EXCESS INSURANCE before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.



Population	1,939,690	Income	$4,284,882,000
Households	634,310	Retail Sales	$3,316,763,000

WTVJ covers 14 counties with the area's only unduplicated network signal. WTVJ consistently pulls top ratings, too . . . delivers greatest share of audience in both Miami and Palm Beach**. Only WTVJ will give your schedule complete coverage of the South Florida market.

*Marketing on the Move, Sales Management Nov. 10, 1961

**Miami, June '61 ARB
Palm Beach, March '61 ARB

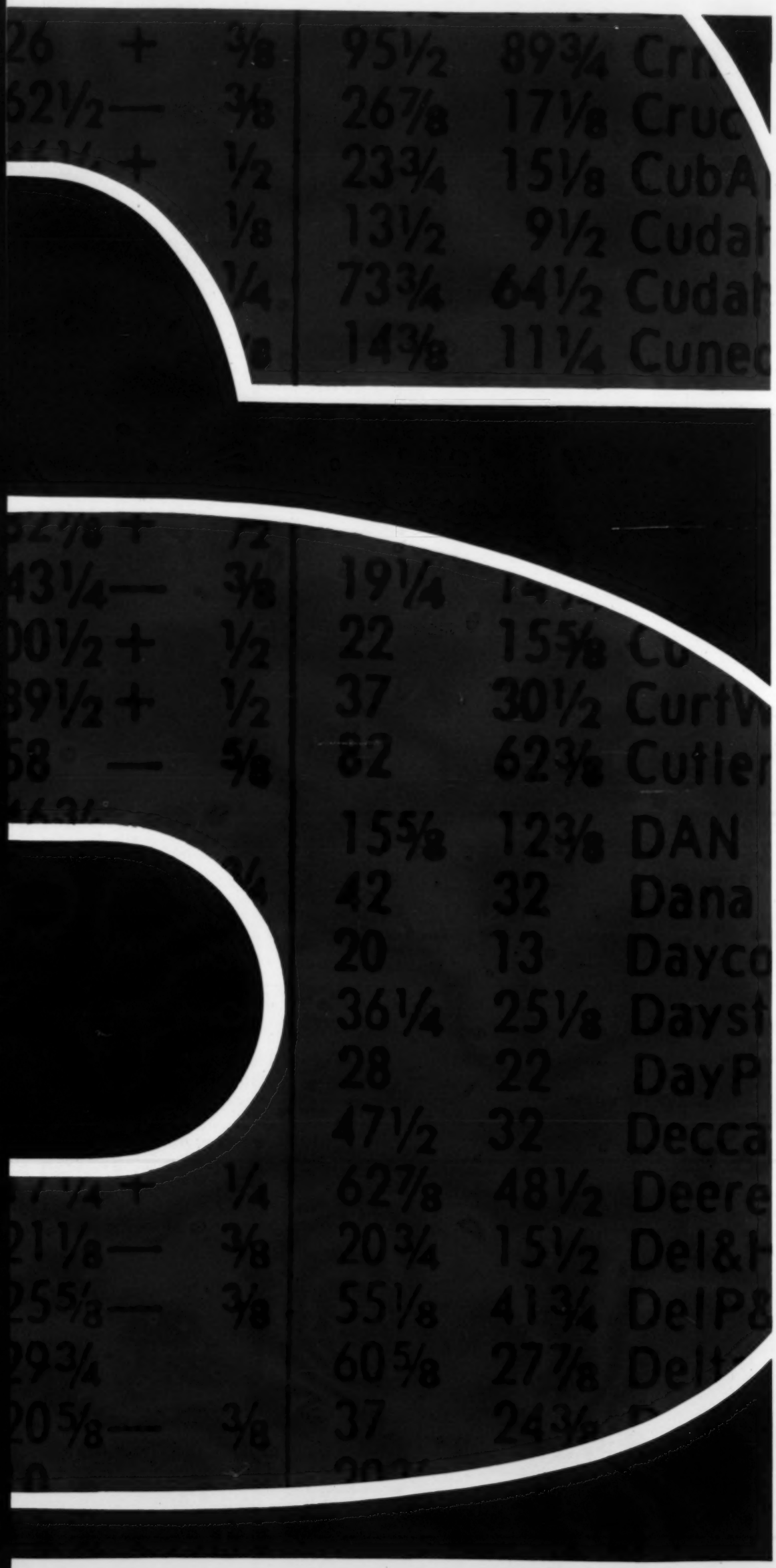
WTVJ CBS TELEVISION IN SOUTH FLORIDA

A Wometco Enterprises, Inc. Station • South Florida's Largest Daily Circulation

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

⅛	Book Mon	1.20a	2	26	26	26	
⅛	Borden	1.50	32	63⅜	63⅜	62½	
	Borg War		54	4		45⅞	
½	Borman		5	5		52⅞	
	Bos E		2	7		77¼	
¼	Bran		22			9¾	
	Briggs		6			7¾	
	Briggs		7	5		55⅞	
¼	Brist My	.80g	24	82¾	82⅞	82	
¼	Bkly U Gs	1.20b	23	43½	43⅞	43	
½	Bkly UG	pf5.50 z	110	110½	110½	110½	1
	Brown Sh	2.80	1	89½	89½	89½	
	Brunswick	.40	122	58½	58⅞	58	
			1	46¾	46¾	46¾	
			37	1		16½	
			31	1		14¾	
	Bur For		26	4		44¾	
¼	Bullard		7	1		14⅛	
	Bullocks		7	5		52½	
⅛	Bulova	.60	15	17⅛	17¼	17	
¼	Burl Ind	.70g	80	21½	21½	21⅛	
	Burndy	.60	5	25¾	26	25⅞	
	Burroughs	1	41	29⅞	30	29¾	
	Term	.20d	2	21	21	20⅝	
			1	10	10	10	
			6	5		55¾	



The men who know money best...put their money to work in TIME. TIME carries more dollars of financial advertising than any other U.S. magazine. Important advertising belongs in TIME... America's Most Important Magazine.

TIME

IM AWARDS LUNCHEON—*Approximately 400 business paper advertisers, agency men and publishers attended the luncheon in New York at which awards were presented in the 23rd annual Industrial Marketing editorial achievement competition on Nov. 30 (AA, Dec. 4). First awards for editorial excellence were given to 12 magazines and 32 certificates of merit were conferred in three categories: Industrial; merchandising, trade and export; and class, institutional and professional.*

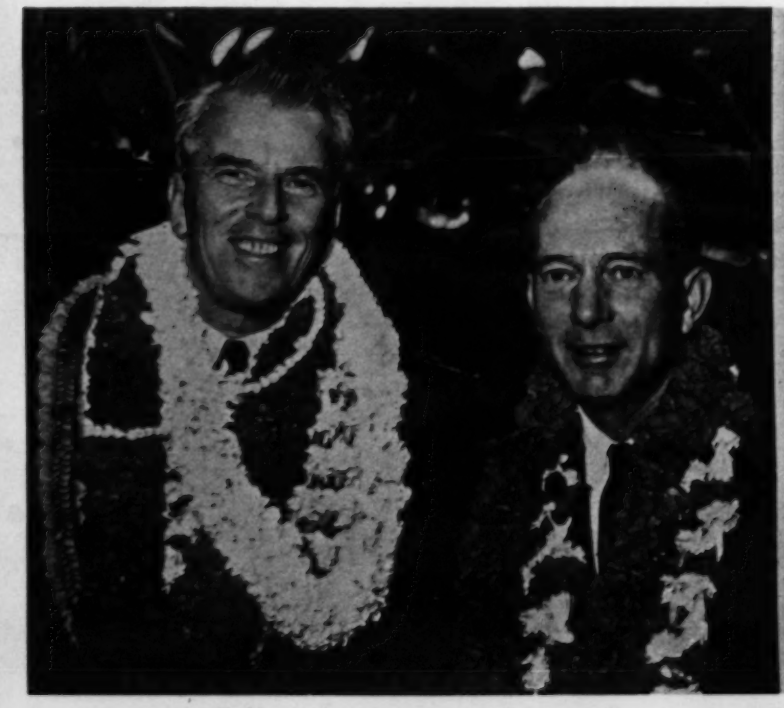
PHOTO REVIEW

Treharne Cooper Horton Heckman

60TH BIRTHDAY—*Examining a replated edition of the Cleveland Press headlining the Cleveland Advertising Club's 60th anniversary are Horace C. Treharne, executive director of the club; Herbert W. Cooper, president, Meldrum & Fewsmith, and president of the local chapter of the American Assn. of Advertising Agencies; Clyde E. Horton, charter member of the ad club; and Henry T. S. Heckman, assistant director of advertising, Republic Steel Corp., and president of the ad club.*

PRIVATE LABEL—*On the theory that perhaps the best way to reach a client or prospective client is in a cafe, McNaughton-Laub has distributed bottles of ten-year-old scotch, such as the above, to eateries in the Los Angeles area. The McNaughton-Laub brand is billed as "the advertising man's private stock of rare scotch whisky."*

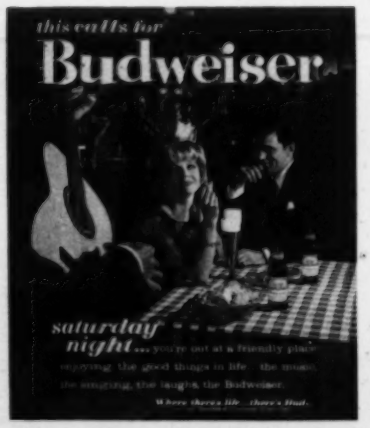
JAM HANDY DAY—*Detroit's mayor, Louis C. Miriani (left), proclaims Jam Handy Day, and presents Jamison Handy, president of Jam Handy Organization, producer of motion pictures for business and industry, with a citation "for outstanding contributions to the communications industry." Mr. Handy began his organization a half-century ago in Chicago, and at 75 is still the active head of his company.*



Healy Fox

ALOHA YOU-ALL—*Robert Healy, board chairman of McCann-Erickson, and Joseph Fox, administrative vp of McCann's western region, model an assortment of leis, while Phipps Rasmussen, exec vp and western regional manager, and Mrs. Rasmussen sample some Hawaiian cuisine. The occasion: The annual directors meeting of Holst & Male, the Honolulu affiliate of McCann. It was the first visit of McCann's top echelon since the alliance with the kamaaina company in September, 1960 (AA, Sept. 26, '60).*

Mrs. Rasmussen Rasmussen



BUD BELONGS—*"This calls for Bud" is the Anheuser-Busch theme for 1962 (AA, Dec. 4), as in this color ad running in December issues of Life, Time, Newsweek and Parade. Print ads including posters continue the brewer's use of photography. D'Arcy Advertising is the agency.*

SURE

The Free Press SELLS TRAVEL AND RESORTS

. . . BECAUSE FREE PRESS READERS TRAVEL!

For instance, 51% of all the Free Press Reader Families in Detroit's ABC City and Retail Trading Zones took one or more vacation trips last year*. That's 231,400 Free Press Families who were real customers for travel and resort advertisers. And that's just part of the total Free Press travel market . . . a market that's Michigan-wide.

FREE PRESS READERS HAVE MONEY TO TRAVEL!

. . . More money than the average . . . and more cash in hand! 58% of all the Free Press Reader Families in Greater Detroit enjoy incomes of $6,000 or higher . . . 69% of them have one or more checking accounts*. That adds up to travel buying power that's real.

TO SELL TRAVEL . . . USE THE MORNING FREE PRESS!

. . . and reach this bonus buying power market of Detroit and Michigan families who go places! Smart travel advertisers do.

*TOP TEN BRANDS STUDY 1961-1962

HERE'S HOW THE FREE PRESS SELLS TRAVEL

1,150 Free Press Readers all over Michigan sent for this helpful Florida Vacation Planner Kit offered in Free Press Travel-Resort Sections. And 3 out of every 4 of them took Florida trips, stayed at Florida resorts, spent money on travel in a big way. Detroit and Michigan families count on the Free Press for travel information and advertising.

Here is Your FLORIDA VACATION PLANNER
with best wishes for your most enjoyable vacation, from the DETROIT FREE PRESS
British Food Bad? It's Tops!
1962 NORTH CAPE-NORTHERN EUROPE
three-in-one
SALE ON DREAMS
Weatherman Promises Miami More of the 'Sun-Kissed Look'

SO REWARDING TO READ . . . SO REWARDING TO USE

The Detroit Free Press

MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

YOU SAVE UP TO 40% ON CAR RENTALS!

5 DOLLARS PER 24 HOUR DAY
5 CENTS PER MILE *
RENTS SHINY, BRAND NEW AUTOMOBILES THROUGH THE
BUDGET®
RENT-A-CAR SYSTEM
1962 Rambler Classic

*You buy only the gas you need. Mileage rates with gas: 7c, compacts—8c, Chevrolets and Fords.

MAJOR CREDIT CARDS HONORED

OPENING SOON! LAS VEGAS, NEV. • DALLAS, TEX. • MINNEAPOLIS, MINN.

BUDGET RENT-A-CAR IN THESE CITIES:

Baltimore, Md. 837-6955
Chicago, Ill. CE 6-8975
Denver, Colo. KE 4-1324
Honolulu. 937-173
Houston, Texas. JA 9-3651
Indianapolis. ME 6-3416
Joliet, Ill. SA 3-6374
Long Beach, Cal. HE 2-2951
Los Angeles, Cal. OR 8-1259
Phoenix, Ariz. AL 3-2134
Portland, Ore. CA 2-9123
Richmond, Va. 643-6683
Salt Lake City. DA 2-5581
San Diego, Cal. CY 7-3851
San Francisco. PR 6-3588
Seattle, Wash. MA 2-1962
Tucson, Ariz. MA 3-9933
Washington, D. C. FE 8-5185
Waukegan, Ill. ON 2-4630

If you live in New York or Chicago you can reserve a BUDGET CAR in all BUDGET cities at these phone numbers
New York. YU 6-1830 —
Chicago. FI 6-4835.

'Hillbilly' Is Proud Word, West Virginia Phone Company Says

WASHINGTON, Dec. 5—The hillbilly—"stubborn, tenacious, independent . . . the real backbone of all of us"—finds his champion in the first of a new ad series aimed at counteracting West Virginia's image as a depressed area.

Chesapeake & Potomac Telephone Co. of West Virginia, a Bell System affiliate, launched the program with a five-column, 14" insertion running three times in 27 daily and 65 weekly newspapers in the state.

Theme of the campaign, "Look to the wealth of West Virginia," is aimed at offsetting the picture of a depressed area painted in the 1960 Presidential campaign.

■ The lead-off ad is bylined by J. Franklin Comstock, publisher of the *West Virginia Hillbilly Weekly*. Taking issue with Webster, which

NO EPITHET—*West Virginians are changing the meaning of the word "hillbilly," says this lead-off ad in a series by Chesapeake & Potomac Telephone Co. of West Virginia.*

notes that the colloquial word is "often used contemptuously," Mr. Comstock says, "Somebody quoted me Webster's definition of that awful word. Well, I'm a hillbilly, and I told him, let Webster change his definition.

"A West Virginia hillbilly is a man with wealth underfoot, wealth towering over his head, and only the beauty all around him coming easy. He has his troubles—but plenty of toughness and faith to stick it out, sometimes looking poorer than he feels, until it's time.

"Now it's time."

The campaign is a departure from the usual Bell promotion, in that it is not preoccupied with telephones. "We as a corporate citizen of West Virginia," said W. M. Ellinghaus, vp of Chesapeake & Potomac, "are undertaking to help end the negative, persecuted feeling that appears to have existed in our state during the recent period of economic change."

■ A second advertisement on the wealth theme, based on a statement by former Gov. Homer A. Holt, started in the 92-newspaper list Nov. 13.

VERMONT SHIFTS TO ESCAPE 'COW IMAGE'

MONTPELIER, VT., Dec. 5—Vermont State Development Department has come back to Hays Advertising Agency, Burlington, Vt. The reason?: To get rid of the "cow image" associated with the campaign prepared during the past year by Rumrill Co., New York. The account, according to Rumrill, bills $30,000.

Hays has been handling some industrial advertising, while Rumrill handled the resort portion.

Roland Seward, chairman of the department, said the state's promotional slogan will be changed from "Vermont is a state of mind" to "There's no state like Vermont."

The department feels the state has been promoted "a generation behind the times" by way of the Rumrill campaign, which featured single-column, editorial-style ads in *Holiday*, *Reader's Digest*, *Sports Illustrated*, and *The New Yorker*.

■ Hays said it would promote Vermont as a modern community.

Rumrill said the break was caused by political changes in the Vermont department. There were differences over the choice of media as well as the theming of the campaign. The agency added that it resigned the account last October. "We had long-range plans to build Vermont as 'a state of mind,' but the people up there didn't want to be linked with anything nostalgic or bucolic," a Rumrill spokesman said. #

NOTHING SELLS LIFE INSURANCE LIKE A FAMILY!

A new-born namesake, a new home, new car, new possessions . . . nothing sells any insurance like new responsibility. Growth —of family, estate or business —provides the *climate* most favorable to selling insurance. *With the added responsibilities of 25,000 new babies, 43,000 new cars, 1,500 new businesses, 13,000 new homes a year, Big D is* climate-*right for insurance selling.*

NOTHING SELLS BIG D LIKE THE NEWS!

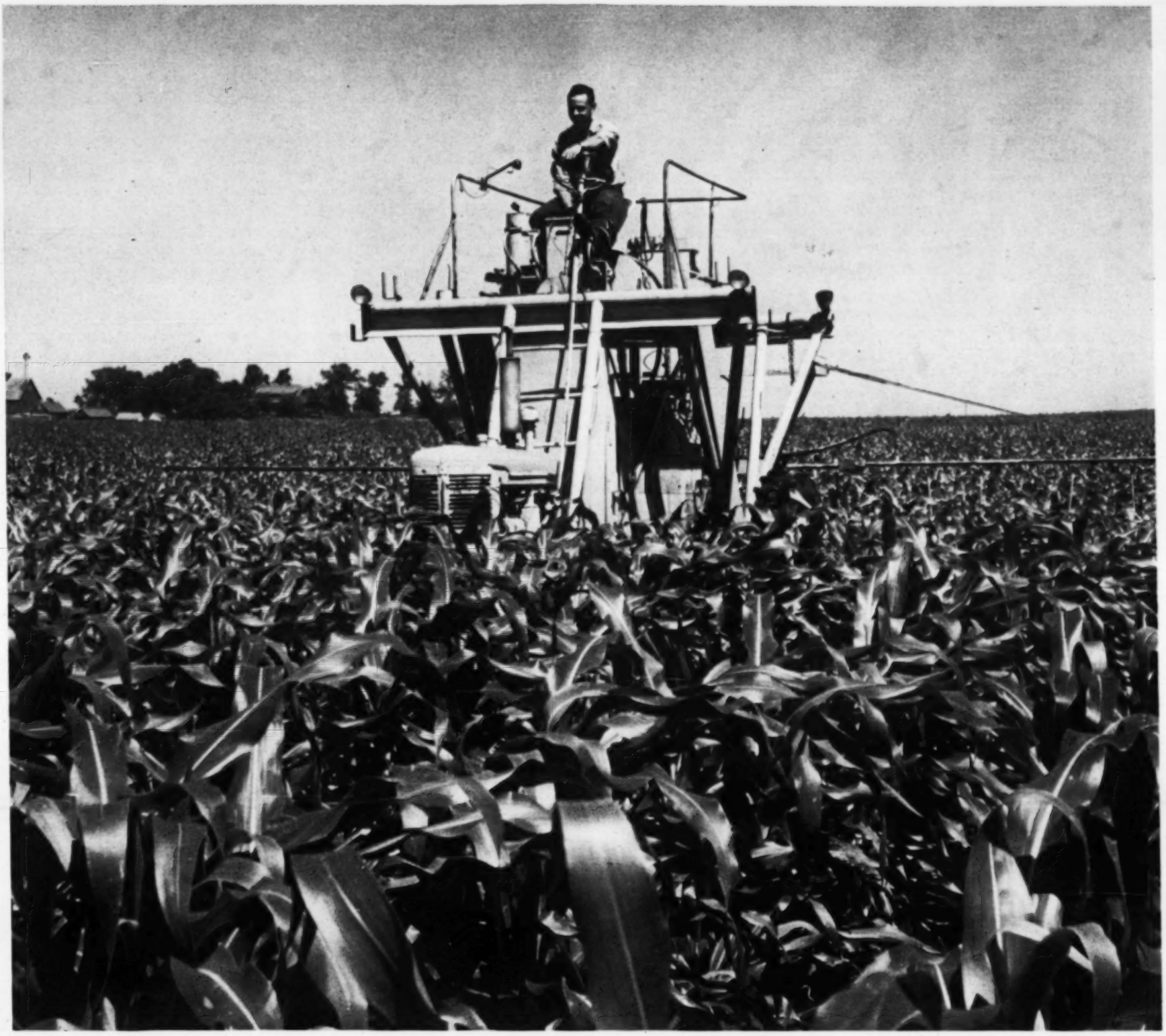
THE CLIMATE'S *THE THING!*

Believability, reliability, responsibility . . . these are the vitals of a powerful newspaper. Of them strong selling-*climate* is made, for the character of a paper carries over to advertising. *The News' favorable* climate *conveys believability to advertising. It enhances the advertiser's image, like the recommendation of a trusted friend.* To strengthen their sales stories, insurance companies place 64.9% more of their advertising in The News than in Dallas' other paper. *It's* climate-*right for what you sell, too. And there's added sales-insurance in the News' vastly larger circulation.*

Media Records

The Dallas Morning News

CRESMER & WOODWARD, INC., National Representative
THE LEONARD CO., Florida Travel Representative



He's riding higher than ever!

Today's Southern farmer is an efficient business man who is getting more and more of his work done at low cost with labor-saving farm machinery. He is an excellent customer for farm equipment manufacturers and for the automotive industry.

He practically lives and works on wheels. He owns 35.5% of the nation's farm-owned automobiles . . . 27.7% of the farm-owned tractors . . . 37% of the farm-owned trucks.

To show you how he keeps his equipment rolling, he buys 38% of the farm-owned automobile tires . . . 40% of the tractor tires . . . 54% of the farm truck tires. He is a big reason why the South uses 19½ BILLION gallons of gasoline annually.

This trend to power has helped to make farm families in the 16 Southern states better customers for seed, feed, fertilizer, chemicals and other farm production items . . . plus the many hundreds of products that are part of family living.

And these rural families are better able to buy what they want today than ever before. The South's cash farm income soared to an all-time high of $10,431,404,000 in 1960. This represents a gain of more than $2 BILLION in 10 years.

During the same period, the South's country bank deposits and farm-owned government bonds rose from $6.3 BILLION to $8.9 BILLION . . . the average size of the Southern farm increased from 148 acres to 217 acres, and the average value of the Southern farmer's land and buildings increased from $8,654 to $22,426.

To sell this prosperous and progressive market, advertise in The Progressive Farmer to reach 1,411,000 subscriber-families *(more than 5,785,000 readers)*. Whatever you are selling—you'll do better South with The Progressive Farmer.

The South Subscribes to The PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Pick any 1/4 hr. between 8:30 and 11 PM, as averaged

The latest Nielsen, to which we owe this nice bit of clockwatching, might well be subtitled "TV Time-Buying Made Easy."

For this Nielsen reports us out front with the largest audience, as checked every average quarter hour, over five most important nights of the week.

The reason, of course, is programming —both new and old.

Specifically, out of the top 10 shows†

*Source: Nielsen 24 Market TV Report, Average audience,

Monday thru Friday,* and ABC-TV is your #1 network.

egistering a 40% audience share or better, are ABC shows. And in this select 40% racket, just 2 new shows made it. *Ben Casey* and *Target: The Corruptors.* ABC shows, that is.

Chances are very good you, too, can have a good time on ABC.

ABC Television

ek ending Nov. 19, 1961. †Mon. thru Sun. 7:30-11 PM.

Eventually, why not now?

Sooner or later, Chicago admen discover there is a difference in the character of the service they should expect. That's why more and more are coming to insist on nothing less than the services of Century!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Blair Opens in Philadelphia; Boosts Faust in N. Y.

Blair TV and Blair Television Associates, station representatives, have opened a Philadelphia office at Penn Center. Gordon Walls, formerly regional sales manager of WCAU-TV, Philadelphia, has been named to head the office. John Blair & Co., affiliated radio station representative, has had a Philadelphia branch for three years.

Louis Faust, a vp on the sales staff of John Blair & Co., has been named to the new post of New York sales manager.

Two Join Peters, Griffin

Peters, Griffin, Woodward, radio-tv station representative, has named Peter R. Baxter a tv account executive in its Atlanta office and Robert L. Stephens a tv account executive in San Francisco. Mr. Baxter formerly was with WCBS-TV, New York. Mr. Stephens previously was with Katz Agency in San Francisco.

You'll say
olé
WOLF
...packaged Mexican Dinner
SPICY WOLF CHILI WITH GENUINE MASA HARINA MIX AND GRATED CHEESE!
You're proud to serve it...when it's WOLF-quality

CHILI—*Wolf Brand Products, Corsicana, Tex., is introducing a new line of dry packaged Mexican style dinners via color ads in Ladies' Home Journal, Life, and The Saturday Evening Post. Clay Stephenson Associates, Houston, is the agency.*

'Business Week' Puts Editorials on 2nd Radio Station

NEW YORK, Dec. 5—*Business Week*, whose own advertising has always emphasized its exclusive business audience, has signed a contract with WBOS, Boston radio station, granting it the right to broadcast the magazine's new radio program series, "Radio Business Outlook."

The broadcasts will be sponsored by the New England Mutual Life Co.

Last July the McGraw-Hill publication signed an experimental 26-week contract with WPAT, Paterson, N.J., to broadcast 2½-minute summaries of four copyrighted features: "Washington Outlook," "International Outlook," "Business Outlook," and "Personal Business." Mutual Benefit Life Insurance Co. sponsored them for a while, but they have no sponsor at present.

"We've inaugurated the 'Radio Business Outlook' series to spread full, accurate business information to a broader segment of the population," said Bayard E. Sawyer, associate publisher. #

TvAR Appoints Three

Richard H. Gurley, formerly assistant sales manager of KDKA-TV, Westinghouse Broadcasting Co. station in Pittsburgh, has been named an account executive of Television Advertising Representatives, New York, station representative arm of Westinghouse. John Rohrbach Jr., formerly with NBC-TV Spot Sales, has been named an account executive in TvAR's Chicago office, succeeding James M. King, who has been transferred to the company's New York office.

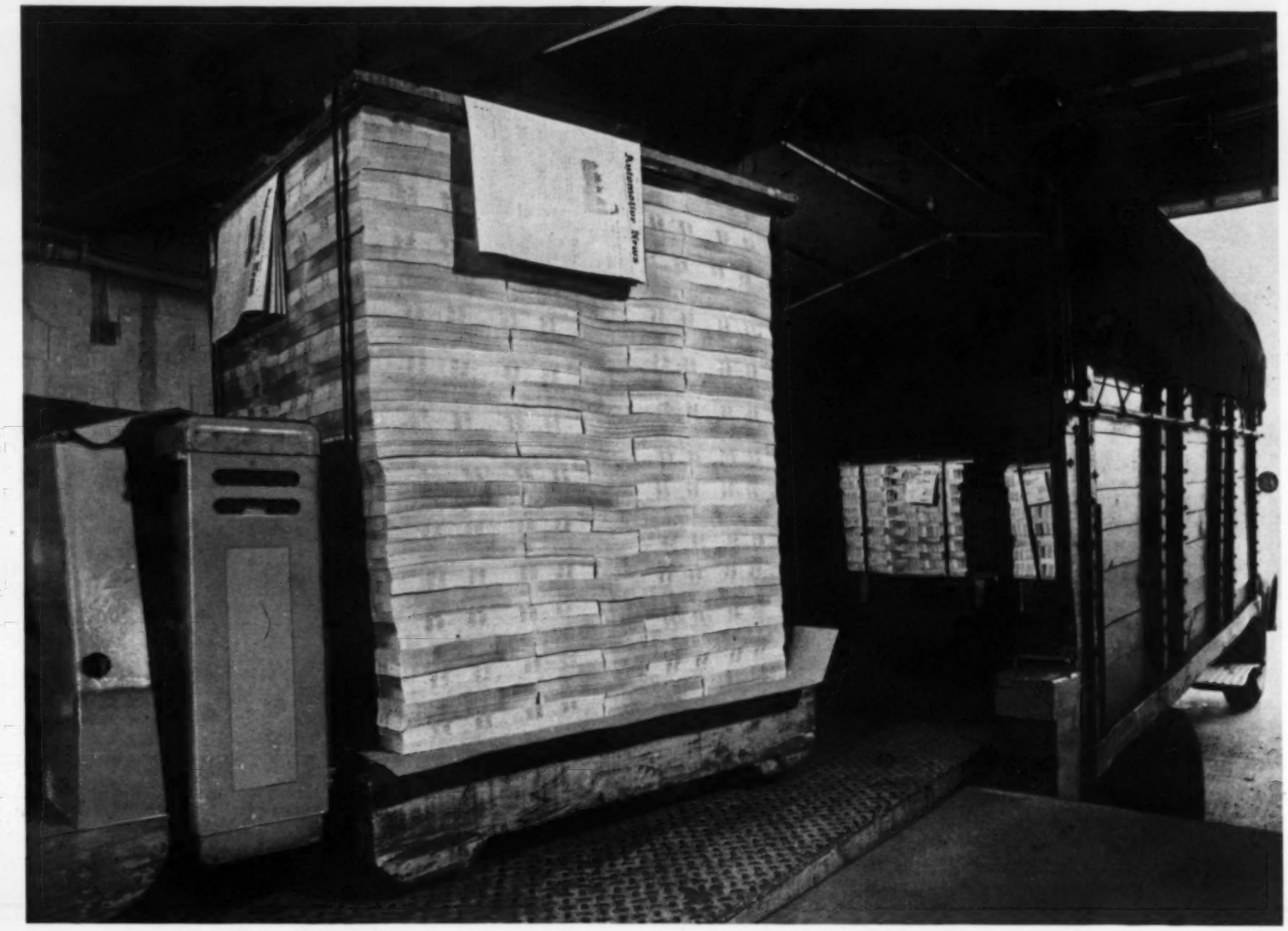
Twiggs Joins Hixson

Reginald W. Twiggs has resigned as exec vp and principal in J. W. Raymond Inc. and has joined Hixson & Jorgensen, Los Angeles, as a vp. Mr. Twiggs joined the Raymond agency in July after resigning as vp and manager of the local Cunningham & Walsh office. A slander suit brought by Mr. Twiggs against C&W currently is in the courts (AA, June 5, *et seq.*).

Groucho sold it to me!

Groucho opens up any market! Take New York—when WPIX scheduled "The Best of Groucho" in a Monday-Friday strip, 11:00-11:30 P.M., advertisers snapped up all available commercial time before the program went on the air! ■ Current advertisers using "The Best of Groucho" to sell New York are: Bromo Quinine; Parker Pen; Miles One-A-Day; Alka-Seltzer; Coftabs; Duffy-Mott; Helene Curtis; Chesebrough-Ponds. ■ Use Groucho to sell whatever market you have in mind. Call NBC Films at CI 7-8300 in New York City for complete information.

FIND OUT FIRST-HAND WHY... **ADVERTISERS GO FOR GROUCHO ON** NBC FILMS



Heading East to the big NADA Show . . .

OVER 2,000 BONUS COPIES OF AUTOMOTIVE NEWS!

True . . . and your advertisement can take advantage of this added circulation when you appear in the 1962 AUTOMOTIVE NEWS NADA Show Issue. In addition, of course, you will also reach over 43,000 regular dealer-subscribers and industry executives whether or not they attend the 16th Annual National Automobile Dealers Association Convention. This outstanding issue of AUTOMOTIVE NEWS places your sales message right in front of this large, influential group . . . a group interested, able and ready to do business with you!

It's a big issue that did a big selling job for over 140 AUTOMOTIVE NEWS advertisers last year. If you sell parts and accessories, equipment and services, or other products to the BIG new-car and truck dealer market, you'll want to use the NADA Show Issue to: (1) Inform dealers of your product story during this time of high interest. (2) Invite dealers to your show booth. (3) Pre-sell your products or service to show-goers. (4) Re-sell your product or service to dealers and executives whether or not they attend the Show.

Even if you are not attending the Show, you'll want to use this issue to put your story directly before the eyes of this receptive audience. Contact your AUTOMOTIVE NEWS representative today. He'll give you full details!

RESERVE SPACE NOW!
NADA SHOW ISSUE

Closing date: January 25, 1962
Published: February 5, 1962

THE MOST INFLUENTIAL PUBLICATION IN THE AUTOMOTIVE INDUSTRY

REPRESENTATIVES:

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-9520
NEW YORK: Edward Kruspak, Howard E. Bradley, Murray Hill 7-6871
CHICAGO: J. Goldstein, Bill Gallagher, State 2-6273
SAN FRANCISCO: Jules E. Thompson, Douglas 2-8547
LOS ANGELES: Robert E. Clark, Hollywood 3-4111

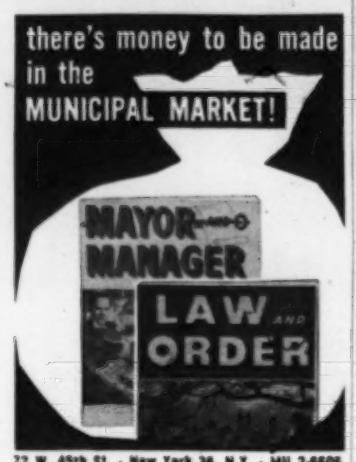
ABP

ABC AUDITED PAID CIRCULATION

The Newspaper of the Industry
Automotive News
ENGINEERING MANUFACTURING MERCHANDISING SERVICING
Survey Finds Sales and Profits Improved . . .
Strength Cheers Dealers

Delaware Opposes Ruling

The state of Delaware has formally voiced its opposition to the awarding of Channel 12, which is based in Wilmington, Del., to station WHYY, Philadelphia, to be converted into an educational station. Mayor Otis H. Smith, of Lewes, Del., testified in Washington that he and other mayors of the state wanted a commercial tv station and not an educational outlet. Also bidding for the license is Rollins Broadcasting Inc., a commercial radio and tv chain.



72 W. 45th St. • New York 36, N.Y. • MU 2-6606

McKinley Joins W. L. Towne

James R. McKinley, formerly an art director with Batten, Barton, Durstine & Osborn, has been named art director of W. L. Towne Co., New York, succeeding Ewing Strom, who has left to form his own agency.

Terrazas Joins Daigger

Jack C. Terrazas has been named to the new post of creative advertising director of A. Daigger & Co., Chicago, marketer of scientific supplies. Mr. Terrazas formerly was art director of the promotion department of the *Chicago Tribune*.

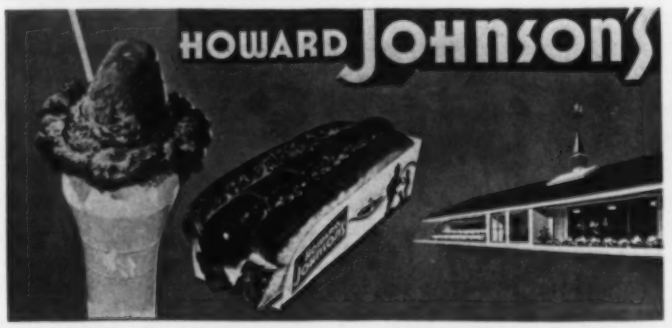
'Typical' Sales and Marketing Exec Is 44, Earns $19,000

NEW YORK, Dec. 5—Today's typical sales and marketing executive is 44 years old. He is associated with a medium-size manufacturing company with fewer than 500 employes. He has worked there more than six years, earns $19,000 a year, is married and has two children.

If he doesn't work for a manufacturer, he's in banking, investment, insurance, retail and wholesale trade, or communications.

This profile came from a survey of 6,000 members of Sales & Marketing Executives-International.

The organization said that today's sales-marketing executive, in addition to sales, "has a hand in product development and design, market research, advertising, sales promotion, merchandising, and the selection, training and development of sales personnel." #



STARCH TOPPERS—*The Howard Johnson's poster was top rated in Starch national outdoor ratings for the four weeks ending Oct. 4, with a copy performance index of 82. Pepsi-Cola was second with an index of 79 and Coca-Cola-regular third with 76. The remaining seven of the top ten (with copy performance index in parentheses) are Rheingold beer (71); Esso gasoline (69); Coca-Cola king (69); Quality Bakers' Sunbeam bread (63); Richfield of New York (63); Borden's ice cream (62); and Wonder bread (61).*

Chesley to Head International Affairs Study on Advertising

Harry W. Chesley Jr., president, D'Arcy Advertising Co., has been named chairman of the special committee for the advertising-newspapers industry in a new international affairs study program being prepared by the International Council of Industrial Editors.

ICIE's program, tentatively scheduled to begin next spring, is being "packaged" for it by the Foreign Policy Assn.-World Affairs Center, New York.

Rosenthal Adds 2 Accounts

Albert Jay Rosenthal Co., Chicago, has been named to handle advertising for Sinai 48 Meat Products, Chicago, and Roger Mark Corp., Chicago, manufacturer of Musical-Aire duct music system.

SELL THE URBAN NEGRO MARKET AND BECOME No.1

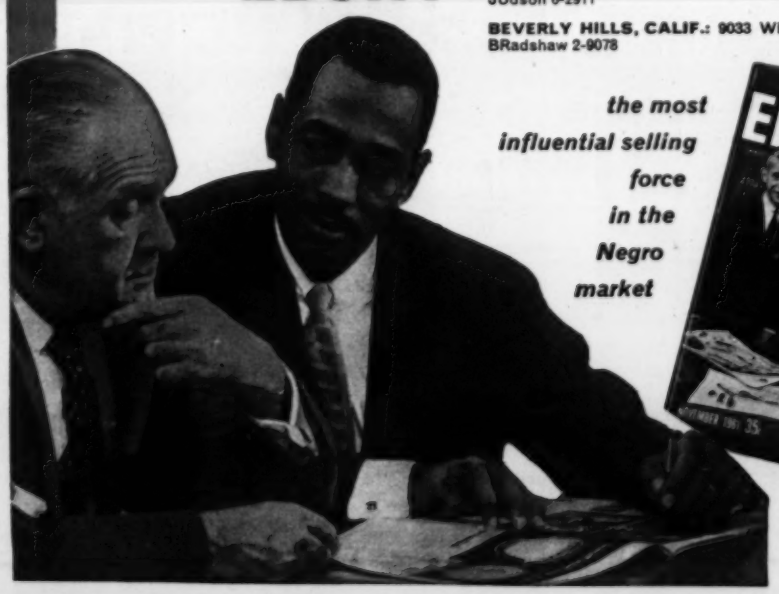
The big city Negro customer is *essential* to your profits! He is more than ⅓ of the population in 32 major cities. He is now more than 30% of the customers of some important department stores and prestige downtown retailers.

The urban Negro has about the same median income as U.S. white families but he buys 4 times *more* soft drinks, 3 times *more* alcoholic beverages, and 8 times *more* cosmetics. He spends up to 12% *more* for food, 77% *more* for shoes, and 25% *more* for clothing.

These profitable urban Negro families can be sold effectively only in media that reflect Negro achievement, aspirations and interests. EBONY magazine is read by more Negro families than *any* other magazine. In *most* cities, EBONY's local readership coverage of Negro households is larger than that of any newspaper, TV or radio station. And 85% of EBONY circulation is in "Central-City" where you have your distribution and retailer sales problems.

EBONY

CHICAGO 16: 1820 SOUTH MICHIGAN AVENUE CAlumet 5-1000
NEW YORK 29: 1270 AVENUE OF THE AMERICAS JUdson 6-2911
BEVERLY HILLS, CALIF.: 9033 WILSHIRE BOULEVARD BRadshaw 2-9078

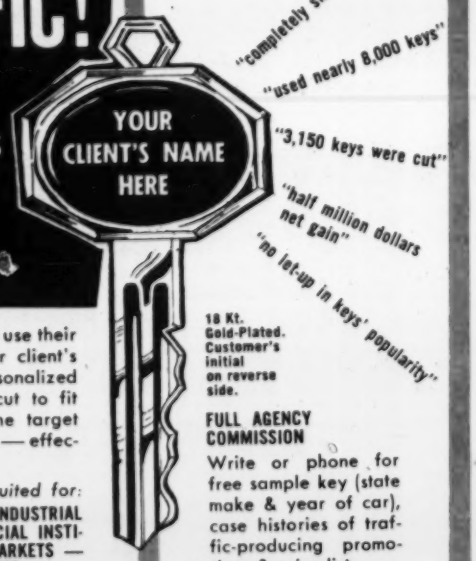


the most influential selling force in the Negro market

MOST WIDELY CIRCULATED NEGRO PUBLICATION

talk about TRAFFIC!

Golden Car Key Programs by ALLIED... deliver it!


YOUR CLIENT'S NAME HERE
"completely snowed under"
"used nearly 8,000 keys"
"3,150 keys were cut"
"half million dollars net gain"
"no let-up in keys' popularity"

1000 million drivers use their car key daily. Your client's message on a personalized Golden Car Key, cut to fit the car, reaches the target daily — repeatedly — effectively.

Programs ideally suited for: RETAIL OUTLETS — INDUSTRIAL ACCOUNTS — FINANCIAL INSTITUTIONS — SUPERMARKETS — SALES CAMPAIGNS, ETC.

18 Kt. Gold-Plated. Customer's initial on reverse side.

FULL AGENCY COMMISSION

Write or phone for free sample key (state make & year of car), case histories of traffic-producing promotions & price list.

ALLIED Associates

110 Cummington St. Boston 15, Mass. COngress 2-1240

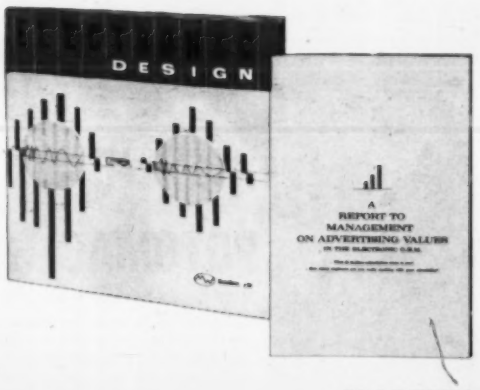
when the ELECTRONIC DESIGN engineer

SPECIFIES

his company BUYS

Each issue of ELECTRONIC DESIGN (every two weeks) taps another $192,000,000 worth of market. Because *SPECIFICATION* must precede purchase, your advertising must reach the man who specifies . . . the electronic design engineer. ELECTRONIC DESIGN is the only publication to concentrate exclusively on this key engineering function. 100% qualified electronic engineer subscribers, 100% verified, 100% name and title.

Photo by Motorola Inc. Military Electronics Division



HOW MANY ENGINEERS DO YOU REACH WITH YOUR ADVERTISING?

Most electronic publications now *claim* engineering circulation, but *Electronic Design* delivers! Write for 12 page booklet "Report to Management" which compares ED's circulation statement with Electronics and Electronic News.

a HAYDEN publication

850 Third Avenue, New York 22, N.Y.

New York • Chicago • Boston • Los Angeles • San Francisco • Atlanta • Tokyo • London

EXPLANATION—*Fairchild Camera & Instrument Corp., Plainview, N. Y., is explaining how its Scan-A-Fax system is specifically designed for business in a campaign started in the Nov. 20 Aviation Week and December Business Automation. Marsteller Inc. is the agency.*

Dailies Carry Catalog Inserts in W. Germany

Nation's Ad Volume up 33% above '60, Four Times Higher than 1952

FRANKFURT, Dec. 7—The "Christmas catalog season" has arrived in West Germany, with many companies capturing customers through brightly colored eight-page color catalogs, prepared by advertising agencies and distributed daily with the major newspapers.

Advertising this year in Germany is expected to reach dimensions never before attained, with the newspapers, as always, taking the biggest bite of the capital. Never has the Christmas ad season been such an enormous one, with some of the daily papers bringing their readers as many as three of the colored catalogs as inserts.

Ad industry volume in 1961 will be at least one-third higher than last year, according to first word out from the top association of full-service ad agencies, GWA (Gesellschaft Werbeagenturen), in Frankfurt.

With Germany's booming economy, more companies are using the ad media, and space rates have increased. Both factors, therefore, contribute to the increased spending. Television advertising time is sold out for a year in advance, with the hope that the second and independent television network, due next fall (AA, Dec. 4), will relieve this tight situation.

It is expected that the total ad money spent in 1961 will be 35% higher than the budgets of the previous year. Germany's other major full-service agency group, AWM (Arbeitsgemeinschaft Werbeagenturen), has come to the same conclusion about the increase of business.

■ The market analysis firm of Kapferer & Schmidt has just revealed that advertising in newspapers, television, radio and flyers reached the figure of about $186,025,000 for the first six months of this year.

The entire figure spent for advertising in all forms in 1960 was $550,000,000 in West Germany last year, nearly four times the ($141,200,000) amount spent in 1952. During those eight years, four times as much was spent on newspapers, and radio ad budgets doubled.

■ During the first six months of 1961, newspapers earned about 80% of the advertising money in West Germany, with the television time slicing only 14.3% off total spending.

The common market has accounted for many new products being advertised and sold in this country, and newspapers remain at the top of the heap for introducing new items.

Household articles now account for about 40% of the advertising in West Germany. The increase in supermarkets, discount houses, and the current number of 18,000 self service shops mean that the manufacturer must use newspaper advertising to get his message across to the consumer about prices, quality and special sales.

■ Institutional advertising has taken a jump, too. In Frankfurt, statistics were just released that banks, insurance firms and basic industries spent $5,775,000 in the first six months of 1961. Shell handed out $14,000,000 for a special newspaper campaign in 300 dailies. Woolworth Co. of Germany spent 75% of its entire advertising budget in dailies.

Some U.S. agencies predict that next year there may be close to $1 billion in billing in West Germany, with new products being brought in through the common market. There are 700 American companies now in business in West Germany. #

NBC Names Three VPs

National Broadcasting Co., New York, has named three vps. They are Ellis O. Moore, director of press and publicity; Alexander S. Rylander, director of promotional services; and Frank A. Tinker, general program executive for NBC-TV. Alan Baker has been promoted from a writer to assistant trade news editor in the NBC press department, succeeding John McClane, who has been named a coordinator of special projects in the program department.

Rosenbloom Acquires Newman

Irving J. Rosenbloom & Associates, Chicago agency, has acquired Sidney Newman Ltd., London, and has changed its name to Rosel-Newman Ltd. Mr. Newman will remain as operating manager.

If You're In Electronics, Communications Or Photographic Equipment Manufacture

Uncle Sam needs YOU!

Military electronics contracts during 1961 should reach a whopping $8.5 billion. Smaller producers of electronic specialty items will be in a stronger position this year for they will deal more and more directly with the prime contractor. Uncle Sam is issuing more direct contracts and is broadening his base of suppliers in the electronic field.

11,000 primary defense buyers and subcontractors need the facts about the electronics, communications and photographic gear you sell. They read SIGNAL, the official publication of the Armed Forces Communications And Electronics Association. You have 12 opportunities a year to sell them in SIGNAL. Get the low page rates and the details from:

SIGNAL

BPA OFFICIAL JOURNAL OF AFCEA

Wm. C. Copp & Associates

72 W. 45th Street, New York 36. MU 2-6606

ROTO

...The use of home-edited, newspaper distributed, color gravure magazines—singly or in any combination—as a "tactical ad force" to pinpoint coverage when and where you want it.

America's 54 Home Edited (independent) Gravure Magazines serve 41 major markets. You can match the magazine(s) to the market(s) where you need sales action the most.

...in WASHINGTON

It's THE WASHINGTON POST POTOMAC SUNDAY MAGAZINE

14 OF THE BEST OF 54 HOME EDITED

● Akron Beacon Journal ● Atlanta Journal Post ● Houston Chronicle ● Indianapolis Picayune ● Phoenix Arizona Republic

McGraw-Hill Merges Regional With 'Architectural Record'

McGraw-Hill Publishing Co. will discontinue its monthly, *Western Architect & Engineer*, as a separate magazine next month and will consolidate it with the western section of *Architectural Record*, with the January issue. *Architectural Record* is published by the F. W. Dodge division. Most of the *WA&E* staff will be absorbed in other McGraw-Hill publications.

Four A's Elects Three

Broyles, Allebaugh & Davis, Denver (formerly Galen E. Broyles Co.), Edward H. Weiss & Co., Chicago, and Wunderman, Ricotta & Kline, New York, have joined the American Assn. of Advertising Agencies.

Marketscope Moves

Marketscope Inc., New York, has moved to 49 W. 45th St.

Seagram Brings Back Harwood; Push for McKenna Planned

NEW YORK, Dec. 5—"It's I, Duncan Harwood, back from Canada. My, it's good to see you again."

With this greeting, Seagram's General Wine & Spirits Co. has reintroduced Harwood's Canadian whisky to the New York area by way of 2,100-line ads in the *World-Telegram & Sun* and the *New York Times*.

■ A premium blend in the company's V.O. Canadian whisky category, Harwood is also being reintroduced in Chicago, Los Angeles and San Francisco.

Seagram bought the brand in 1953, diverted inventories to V.O. and kept the name alive with token shipments. Now Seagram is reviving the label to round out its product line.

Seagram recently assigned the account to Papert, Koenig, Lois, and initial ads play up the features of a character purporting to be Duncan Harwood himself, extending his hand to the reader. He appears under a four-line heading listing 34 names which Papert, Koenig professes to have chosen at random, including "John! William! Edgar! Harry! Robert! Timothy! Roger! Peter! Elliot!"

While the agency claimed the names did not refer to Seagram people, "we did get some of them from friends (and enemies) but they were not strictly from our staff," the agency said.

■ Papert, Koenig is understood to be in line for another new Seagram brand now in the initial distribution stages. The brand is called Henry McKenna, and it is distinguished by its lack of a label. The name and statutory information are embossed in gold on the bottle, which carries a pouch containing a glass stopper for use after the cork is removed.

Like Harwood, Henry McKenna was taken off the market about 1943 when Seagram bought the brand for inventory purposes. Now being reintroduced in the same markets as Harwood, McKenna is the most expensive whisky in the Seagram lineup. It sells for $7.10 a fifth, and is featured as "hand made Kentucky whisky," produced in Seagram's smallest plant.

Seagram is taking the unusual step of testing various "market tactics" in launching McKenna.

■ "We are playing around with direct mail in some areas," a spokesman said. In others, Seagram will try the "Beefeater stuff" of print media publicity and word of mouth. In others it will test straight advertising. The company used these test methods once before, when it introduced Chivas Regal scotch.

BACK TO STAY—*This is the opening ad in Seagram's new campaign for Harwood Canadian whisky.*

Seagram also recently distributed a premium Canadian whisky, Crown Royal, in the New York area. Selling at $8.70 a fifth, the whisky is intended to "skim the cream" off the holiday market. Crown Royal has no agency and no advertising. #

Burnett Names Three A.E.s

Leo Burnett Co. has added two account executives—Victor P. Mangini and Roger Ludgin—in Chicago, and one—Harold W. Masterson—in New York. Mr. Mangini formerly was advertising and sales promotion director of Commonwealth Shoe & Leather Co., Whitman, Mass. Mr. Ludgin, son of Earle Ludgin, chairman of Earle Ludgin & Co., formerly was assistant to the president of Needham, Louis & Brorby. Mr. Masterson was assistant advertising director of Piel Bros., New York brewer.

Katz Agency Names Two

William Lee has been promoted from an account executive to assistant radio sales manager in the Chicago office of Katz Agency, media representative. Alfred C. Westermann has joined the Katz tv sales staff in New York. He formerly was with Ted Bates & Co.

Williams to Knoxville Dailies

Joe R. Williams has joined the advertising staff of the *Knoxville News-Sentinel* and *Journal* as a general ad salesman. He formerly was ad manager of *All-Florida Magazine*, Jacksonville.

40 OTHER MAJOR MARKETS!

Home Edited Gravure Magazines provide 20% or more coverage in those U.S. counties which contain 55% of the population and account for 57% of retail sales.

GRAVURE MAGAZINES SERVING 41 MAJOR MARKETS

nd Constitution • Columbus Dispatch • Dallas Times Herald • Denver
Star • Louisville Courier-Journal • Newark News • New Orleans Times-
• St. Louis Globe Democrat • Toledo Blade • Washington Post Times Herald

"SPECIAL INTEREST" MAGAZINE OF
AMERICA'S FASTEST-GROWING
FAMILY MARKET

Total Catholic households are growing twice as fast as all others – over 35% increase in 10 years, compared to 16.6% U.S. average! CATHOLIC DIGEST, over 750,000 net paid, is edited for thorough family reading . . . contains 25 to 30 articles each month from the world's finest magazine, newspaper and book sources. At $1.75, CATHOLIC DIGEST'S cost per 1000 is one of the LOWEST in the entire magazine field. To sell MORE to *more households*, get all the facts on this special-interest publication.

CATHOLIC DIGEST
Advertising Office
44 E. 53rd St., New York 22, N.Y.
Telephone PLaza 3-0828

one! six! two!
THAT'S PORTLAND MAINE

Portland is number one in the U. S. among cities under 150,000 population; an ideal testing atmosphere for any product.

Portland is number six in the U. S. among ideal testing cities regardless of population; a fact due to a consistently stable economy.

Portland is number two of all testing cities in New England regardless of size; thus the ideal city in an ideal market area. (source: Sales Management)

100% coverage of city zone 94% coverage ABC retail trade zone

PORTLAND, MAINE NEWSPAPERS

PORTLAND PRESS HERALD ★ EVENING EXPRESS ★ SUNDAY TELEGRAM

represented by Julius Mathews Special Agency

Nicklaus Durr Bevis Foss Lucas

HONOR MEN—*Gene Foss, marketing vp for Grove Laboratories, who was named "marketing man of the year" at a reunion banquet of Si U fraternity, a national but unofficial Ohio State University alumni group, is shown with Herb Durr, vp, Gray Drug Co.; Dr. Howard Bevis, past president of Ohio State; Jack Nicklaus, national amateur golf champ; and Jerry Lucas, All-American basketball player.*

Why the man from TME helps the marketing director measure

THE ENGINEERING FUNCTION

You can't measure important manufacturing markets* without proper focus on the engineering function.

That's why the man from TME helps marketing men and others chart that area ruled by manufacturing engineers—the men who weigh the value of millions of dollars worth of manufacturing equipment each year.

See the man from TME. He can help you check your audience with this yardstick of marketing facts:
In manufacturing, the vital buying influence is the engineering function.

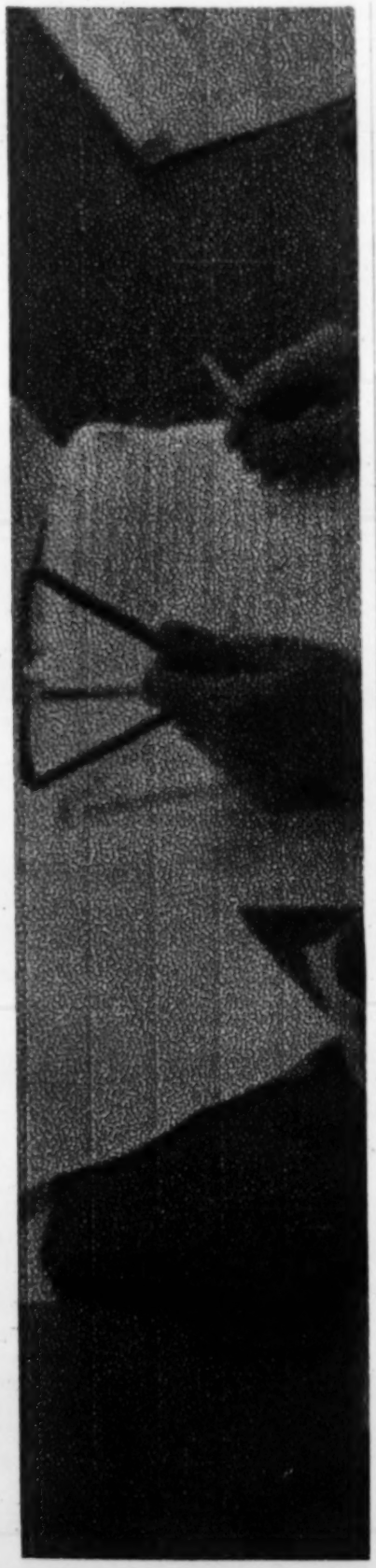
*TME's 41,487 (ABC, June, 1961) circulation is concentrated primarily in S.I.C.s 33 through 39.

THE tool AND manufacturing engineer

Published by the American Society of Tool and Manufacturing Engineers
10700 Puritan Avenue • Detroit 38, Michigan

Editorial Quality Evaluator. Call or write for as many copies as you need of this valuable new media tool which lets you rate and judge the editorial merit of any magazine reaching your prospects. No cost or obligation.

62-3



Small Towners Loyal to Brands, 'Grit' Reports

WILLIAMSPORT, PA., Dec. 5—Loyalty to favorite brands is one of the most impressive characteristics of small town America, says the 26th annual market study by Grit Publishing Co.

The report, covering brand preferences, buying habits, and general characteristics of the small town market is available from *Grit* to manufacturers of nationally distributed products and recognized agencies.

The projections and comparisons are based on (1) a statistical analysis of the latest available government and industry figures and (2) the 21,258 replies to a product survey conducted among *Grit* readers, which itself circulated in over 16,000 small towns, mostly under 2,500 population.

■ The portion of the report relating to brand preferences shows that among anti-freezes, the number of families buying Eveready Prestone has steadily increased from 50% in 1957 to 54.5% in 1961. Delco battery's famliy-use ratio has climbed from 25% to 33.4% during the same period.

Esso gasoline has maintained a slight edge over Gulf gasoline, but Gulf oil has had a bigger small town following than Esso oil.

An exception to the brand loyalty trend: Families buying Champion spark plugs dropped from 60.8% to 45.2%, while those buying AC spark plugs increased from 24.4% to 37.9%.

Carnation and Pet brands of canned milk run one-two in a consistent fashion. Carnation milk families totaled 45% in 1957, reached 46.3% in 1961. Pet milk families went from 25.4% to 26% during the same five years.

■ Crest toothpaste ranks third, behind Colgate and Gleem, but is gaining fast. After American Dental Assn. recognition, Crest sales to small town families increased from 9.2% in 1960 to 16.7% in 1961.

Top brands among smokers: Pipe tobacco, Prince Albert; cigars, King Edward; filter cigarets, Winstons; king size non-filters, Pall Mall; regular non-filters, Camels (men) and Lucky Strike (women). #

Teknika Names Rolnik

Teknika Inc., Hartford, maker of sonic defoaming systems, has named Robert E. Rolnik Associates, New York, to handle advertising and public relations.

Illustrator: Franklin McMahon,
an artist-reporter known for his
on-the-spot reportage of major news events
for national magazines.

leaders are readers

An interesting fact, exposed by research, is that American executives in every field are the nation's number one readers. During the course of their daily travels . . . from home to office, on business trips by plane or train, in moments of waiting between meetings . . . they do an astonishing amount of reading. Much of this reading is generalized . . . designed to keep them in touch with an expanding and diversifying America. They read favorite national magazines and business magazines which have earned their respect by editorial service. This is *basic* reading . . . framed and focussed by high quality of editorial content. This is why advertisements in national magazines command and hold the readership of America's leadership.

Our business for more than a quarter century has been to contribute to the technical quality of national magazine advertising through fine photo-engraving. This experience has given us a front-row view of national magazine publishing and advertising, and an appreciation of magazines as basic media of communication. Magazine artists and photographers who share our appreciation have joined with us to contribute this series of advertisements towards a broader and deeper understanding of national magazines as basic advertising media.

COLLINS, MILLER & HUTCHINGS, Inc.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

Court Rules for KTLE in Affiliation Suit Against NBC-TV

SALT LAKE CITY, Dec. 5—A $50,000 cash settlement of a $450,000 anti-trust damage suit against Eastern Idaho Broadcasting & Television Co. and its president, James M. Brady, operators of KIFI-TV, Idaho Falls; National Broadcasting Co.; Radio Corp. of America, and others was approved last week by a U. S. district judge, Willis W. Ritter.

The claimant, KBLI Inc., Blackfoot, Ida., alleged it was damaged when its Pocatello, Ida., station, KTLE, lost its affiliation with NBC-TV. The affiliation had been transferred to KIFI-TV.

Under the settlement, KBLI is to receive $50,000 from NBC and a special moratorium on a $42,966 debt owed to RCA. KBLI is to begin paying off the debt May 1, 1962, with 43 payments of about $1,000 each.

The settlement also provided that the case be dismissed against all defendants with prejudice, but without costs.

KBLI, in its operation of KTLE, is also to receive limited NBC affiliation, beginning Dec. 1, or sooner, if KTLE resumes telecasting prior to that time. The station went off the air last January after losing its network affiliation, it was reported.

Additional suits are pending in Idaho involving KBLI stockholder groups and individuals against KBLI. #

Helene Curtis Appoints Zale Ad Manager; Names Goldwag

Helene Curtis Industries, Chicago, has appointed Robert L. Zale to the new post of ad manager. Mr. Zale formerly was advertising manager of National Gypsum Co., Buffalo.

Robert L. Zale

Curtis has named Elliot Goldwag merchandising manager for two consumer products divisions, the products and Kings Men divisions. He formerly was senior product director of Revlon Inc.

Morgan Appoints Fergus

Morgan Drive Away, Elkhart, Ind., mobile home transport company, has appointed Paul A. Fergus Co., South Bend, to handle advertising for its nationwide network of transportation offices.

Nielsen Network TV

Two Weeks Ending Nov. 19, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	18,572
2	Bonanza (Chevrolet, NBC)	15,571
3	Ed Sullivan Show—Week 2 (Colgate, Eastman Kodak, CBS)	15,430
4	Perry Mason Show (Several sponsors, CBS)	14,774
5	Sing Along with Mitch (Several sponsors, NBC)	14,586
6	Walt Disney's Wonderful World of Color (Kodak, RCA, NBC)	14,351
7	Perry Como's Music Hall (Kraft, NBC)	14,305
8	Rawhide (Several sponsors, CBS)	13,929
9	Andy Griffith Show (General Foods, CBS)	13,695
10	Saturday Night at the Movies (Several sponsors, NBC)	13,413

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	39.6
2	Bonanza (Chevrolet, NBC)	33.2
3	Ed Sullivan Show—Week 2 (Colgate, Eastman Kodak, CBS)	32.9
4	Perry Mason Show (Several sponsors, CBS)	31.5
5	Sing Along with Mitch (Several sponsors, NBC)	31.1
6	Walt Disney's Wonderful World of Color (Kodak, RCA, NBC)	30.6
7	Perry Como's Music Hall (Kraft, NBC)	30.5
8	Rawhide (Several sponsors, CBS)	29.7
9	Andy Griffith Show (General Foods, CBS)	29.2
10	Saturday Night at the Movies (Several sponsors, NBC)	28.6

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	15,899
2	Bonanza (Chevrolet, NBC)	13,460
3	Perry Mason Show (Several sponsors, CBS)	12,898
4	Andy Griffith Show (General Foods, CBS)	12,757
5	The Real McCoys (Procter & Gamble, ABC)	12,569
6	Danny Thomas Show (General Foods, CBS)	12,006
7	My Three Sons (Chevrolet, ABC)	12,006
8	Gunsmoke—10 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	11,960
9	Gunsmoke—10:30 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	11,960
10	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	11,913

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	33.9
2	Bonanza (Chevrolet, NBC)	28.7
3	Perry Mason Show (Several sponsors, CBS)	27.5
4	Andy Griffith Show (General Foods, CBS)	27.2
5	The Real McCoys (Procter & Gamble, ABC)	26.8
6	Danny Thomas Show (General Foods, CBS)	25.6
7	My Three Sons (Chevrolet, ABC)	25.6
8	Gunsmoke—10 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	25.5
9	Gunsmoke—10:30 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	25.5
10	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	25.4

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

Top 100 Spot TV Advertisers

3rd Quarter, 1961 vs. 1960, Gross Time Comparisons

Source: TvB figures from N. C. Rorabaugh Co.

	1961	1960
1. Procter & Gamble	$13,680,700	$14,428,600
2. Lever Bros.	3,137,600	3,337,700
3. General Foods	3,028,700	3,262,700
4. Colgate-Palmolive	2,831,000	2,428,600
5. William Wrigley Jr. Co.	2,821,000	2,197,600
6. Bristol-Myers	2,450,000	1,609,900
7. P. Lorillard	2,207,400	2,060,800
8. Coca-Cola Co. & Bottlers	2,127,900	991,700
9. American Home Products	2,045,500	2,096,700
10. Alberto-Culver Co.	1,722,500	111,910
11. General Mills	1,598,200	387,300
12. Kellogg Co.	1,490,000	1,609,700
13. Gillette Co.	1,419,600	1,307,700
14. Philip Morris Inc.	1,419,500	842,400
15. Anheuser-Busch	1,232,800	779,100
16. Standard Brands	1,230,100	908,400
17. Carter Products	1,169,800	434,300
18. Miles Laboratories	1,136,400	1,428,400
19. Food Manufacturers Inc.	1,102,200	1,177,500
20. Jos. Schlitz Brewing	1,070,000	563,900
21. Welch Grape Juice Co.	1,063,800	703,600
22. Pharma-Craft	1,024,300	463,700
23. Avon Products	982,400	745,700
24. Pabst Brewing	970,300	838,500
25. Corn Products	913,100	713,600
26. Lestoil Products	909,200	2,501,300
27. Canadian Breweries (Carling Brewing)	856,500	619,400
28. Pepsi-Cola Co. & Bottlers	854,000	779,100
29. Continental Baking	833,700	665,200
30. J. A. Folger & Co.	818,000	877,900
31. Brown & Williamson	744,400	2,083,500
32. Falstaff Brewing	734,100	479,200
33. Theo. Hamm Brewing	730,600	738,000
34. American Tobacco	723,000	1,265,100
35. Nestle Co.	721,100	1,409,800
36. Standard Oil of California	712,900	417,400
37. Golden Press (Simon & Schuster)	690,400	381,000
38. U.S. Borax & Chemical	669,400	493,000
39. Simoniz Co.	665,900	160,500
40. Ford Motor Co. Dealers	661,500	1,155,200
41. Associated Products	625,000	639,100
42. General Motors	620,000	320,400
43. Beech-Nut Life Savers	612,600	298,000
44. General Motors Dealers	609,400	1,074,400
45. Standard Oil of New Jersey (Esso)	603,750	465,300
46. United Vintners	589,000	324,400
47. Norwich Pharmacal	585,800	585,900
48. C. Schmidt & Sons	574,900	319,800
49. International Latex	561,400	547,400
50. Hills Bros. Coffee Inc.	545,700	375,800
51. Liebmann Breweries	544,400	160,100
52. Lehn & Fink Products	$ 543,500	$ 91,200
53. Chrysler Corp. Dealers	533,800	249,900
54. Phillips Petroleum	531,400	382,500
55. John Morrell & Co.	524,900	1,800
56. Pacific Telephone & Telegraph	520,000	550,200
57. R. J. Reynolds	519,100	776,300
58. Star-Kist Foods	515,100	66,700
59. J. Nelson Prewitt Inc.	475,900	197,400
60. Atlantic Refining	469,100	443,700
61. F. & M. Schaefer Brewing	456,000	267,800
62. American Oil Co. (Standard Oil, Indiana)	453,800	504,300
63. Piel Bros.	441,200	369,000
64. Sterling Drug	430,500	360,100
65. Hunt Foods & Industries (Wesson Oil & Snowdrift)	429,200	1,017,900
66. Great Atlantic & Pacific Tea	398,900	396,300
67. M.J.B. Co.	391,600	253,300
68. Chrysler Corp.	389,200	41,500
69. Sun Oil Co.	386,200	218,400
70. Ex-Lax	383,600	407,000
71. Greyhound Corp.	374,400	———
72. Helene Curtis Industries	372,100	240,700
73. Campbell Soup	371,100	186,020
74. E. & J. Gallo Winery	369,900	248,900
75. Scott Paper Co.	361,800	146,900
76. Andrew Jergens Co.	353,800	263,800
77. Liggett & Myers	352,100	200,100
78. Safeway Stores	348,500	356,000
79. Climalene Co.	333,100	194,700
80. Jackson Brewing	329,400	210,000
81. M. K. Goetz Brewing	328,400	139,300
82. Cott Beverage Corp. & Bottlers	326,100	104,500
83. Vic Tanny Enterprises	323,400	449,800
84. Warner-Lambert	315,600	869,800
85. Sunkist Growers	311,000	421,600
86. St. Regis Paper Co.	308,600	248,400
87. Louis Marx & Co.	308,100	———
88. American Bakeries Co.	301,200	229,240
89. P. Ballantine & Sons	298,800	398,700
90. Sinclair Refining Co.	296,300	10,000
91. Stroh Brewing Co.	295,500	72,300
92. B. C. Remedy Co.	287,700	360,000
93. Armstrong Rubber Co.	287,300	413,600
94. Kroger Co.	284,000	314,800
95. Jack La Lanne Co.	282,800	264,300
96. National Biscuit Co.	278,500	212,200
97. Oscar Mayer & Co.	273,000	302,800
98. Lucky Lager Brewing	271,800	234,750
99. Purex Corp.	268,800	———
100. Swift & Co.	264,700	375,000

Washington Court Extends Application of Stamp Licensing

OLYMPIA, WASH., Dec. 6—Any retail store in Washington state that issues trading stamps and advises its customers to redeem them for merchandise in another state must buy the state's $6,000 annual trading stamp license.

Attorney General John J. O'Connell so ruled last week on an issue raised by a state senator, John H. Happy, of Spokane, who said that some retail stores issue trading stamps and instruct customers to take them to a redemption store in Idaho to obtain merchandise premiums.

A 1913 Washington law requires any store that issues trading stamps redeemable in merchandise to pay an annual fee of $6,000. This requirement has been effective in preventing issuance of trading stamps that are redeemable in merchandise, though some stores issue stamps redeemable in cash.

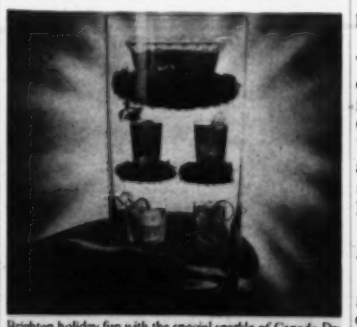
The 1939 legislature amended the law to exempt Washington merchants who handled "final packages" in which the manufacturer had placed stamps or coupons. The attorney general ruled:

■ "The inescapable conclusion is that the legislature recognized that the statute prohibited the use of stamps redeemable for merchandise regardless of where they were redeemed (unless licensed) and wished to make an exception to this prohibition" by the 1939 amendment.

In the situation noted by Sen. Happy, the ruling went on, the stamps are issued separately by merchants. "We, therefore, conclude that the legislature must have intended that any retailer who issues trading stamps with the express direction to his customers to redeem them for merchandise outside the state . . . should be subject to the licensing provisions" of the trading stamp act, the attorney general said.

The *Spokane Chronicle* reported that an effort may be made by trading-stamp companies next year to repeal the $6,000 license law through an initiative petition. The legislature early this year refused to put through a repealer. The *Chronicle* reported:

"If the trading stamp supporters are able to get an initiative measure on the ballot, it is expected that their campaign will be aimed at the householder." #



Brighten holiday fun with the special sparkle of Canada Dry

SPECIAL SPARKLE—*Canada Dry Corp., New York, has scheduled this four-color ad for The Saturday Evening Post Dec. 16 and Life Dec. 22. It will also run in seven Sunday roto sections in the same period. J. M. Mathes Inc. is the agency.*

Raider Adds 'Post' Unit

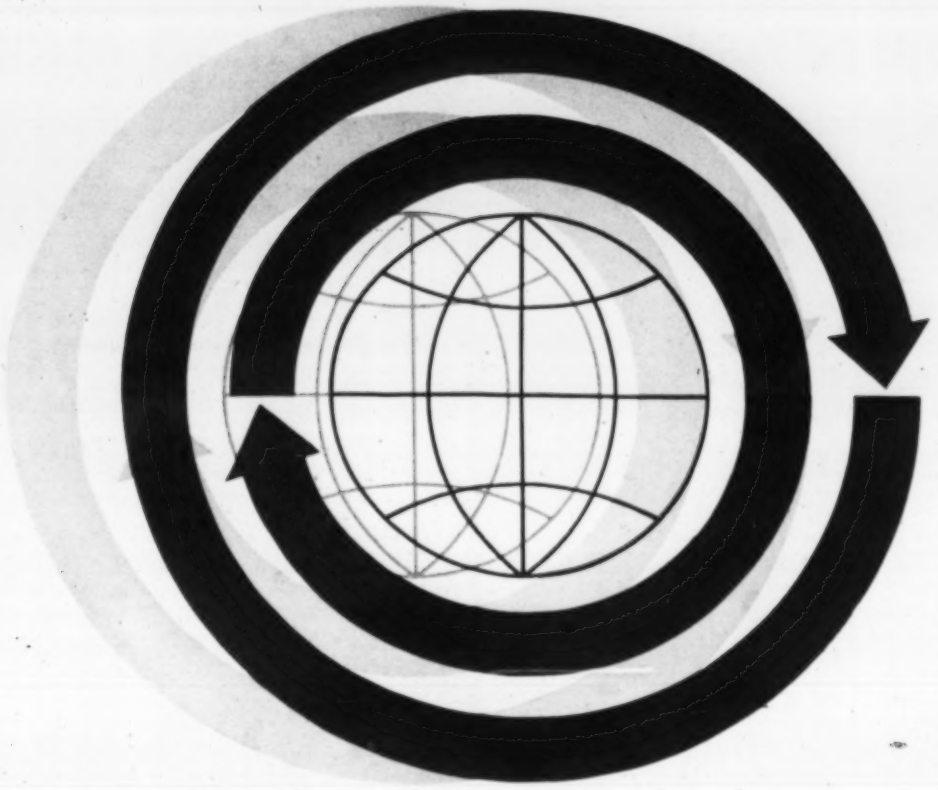
Raider Advertising Agency, Washington, has been named to handle advertising and promotion for the *Washington Post* in 1962. The account, which rotates to a different Washington agency annually, has been with House & Gerstin in 1961. *Newsweek*, the *Washington Post* broadcast division and corporate image advertising are handled by N. W. Ayer & Son, Philadelphia.

Holst Regains Account

Holst & Male, Honolulu, will regain a 22-year-old account it lost early this year when Hawaiian Airlines, Honolulu, moves its account back to the local McCann-Erickson subsidiary from Len Carey Inc., Honolulu, effective Jan. 1. Estimated 1961 billings for the airline are $150,000.

'McCall's' Appoints Primm

Robert Primm has been named to the new post of advertising development manager of *McCall's*, New York. He joined the magazine in 1952, and has been a classification manager since 1960.



FOCUSING ON THE NEWS

Businessmen must keep up with business news. It's the only way they can keep the changing picture of business in focus.

To get them the facts they need,

FAIRCHILD
BUSINESS NEWSPAPERS

concentrate exclusively on gathering and printing business news—all of it, from all over the world.

In fact, Fairchild maintains the world's largest business newspaper organization—858 reporters who live and work in 383 American cities and 33 foreign countries.

How do businessmen feel about this single-mindedness? Take an example. Fairchild's newest publication, Drug News Weekly, picked up 13,000 subscribers during its first four issues. Add these readers to a million more, and you get a fair idea of how businessmen feel about getting the news first—from Fairchild.

Isn't this kind of medium your kind of meat?

THE BIG DIFFERENCE IS
NEWS

WOMEN'S WEAR DAILY • DAILY NEWS RECORD • HOME FURNISHINGS DAILY • FOOTWEAR NEWS • SUPERMARKET NEWS • ELECTRONIC NEWS • METALWORKING NEWS • DRUG NEWS WEEKLY • MEN'S WEAR MAGAZINE

FAIRCHILD PUBLICATIONS, INC., 7 EAST 12 ST., NEW YORK CITY

PAINT A ROSY SALES PICTURE
with the famous low-priced

ELECTRIC PAINT SPRAYER
GREAT for premiums, contests, sales incentive programs.
For more details contact:
Burgess Vibrocrafters, Inc.
Dept. A-62 • Grayslake, Ill.

WNTA-TV Sale to Educational Group Okayed

Meyner Withdraws Objection; Station Will Carry New Jersey News

NEW YORK, Dec. 5—The on-again, off-again sale of WNTA-TV to Educational Television for the Metropolitan Area got the final green light yesterday after a compromise was reached by Gov. Robert B. Meyner of New Jersey and the potential buyer.

National Telefilm Associates, owner of the station, indicated earlier that if an agreement was not reached by Dec. 4, the deal would fall through. Gov. Meyner withdrew his appeal against the sale when the New York educational group agreed it would devote an hour daily to programing New Jersey affairs, including a nightly summary of state news. The governor objected to the sale initially because he said New Jersey would be losing its only vhf station.

A member of the Federal Communications Commission, which had approved the sale, sat in on a series of meetings between Gov. Meyner and members of ETMA. Within hours after the governor recalled his appeal, the FCC approved the new agreement. Cash payment of $6,200,000 was scheduled to be made to NTA on Dec. 8.

The pact calls for the establishment of a seven-member group, including Gov. Meyner, to help formulate policies for programing of special interest to New Jersey listeners.

WNTA-TV, which is expected to change its call letters to WMET, will go off the air for several weeks to prepare for its transition from a commercial to a non-commercial, educational operation. Initially, the station expects to program Monday through Friday, from 5 to 11 p.m., adding weekends to its schedule later. ETMA expects to name a president within a few weeks.

■ Since last March, the Federal Communications Commission has been looking for ways to get an educational tv station into the New York metropolitan area. FCC intervened in a not-too-subtle way in April to help educational groups which were dickering to purchase WNTA-TV, a Newark station with antenna on the Empire State Bldg.

At a time when educators reportedly were outbid by commercial interests, FCC issued a statement asking for suggestions on how one of the New York area's tv stations could be reclaimed for educational use. The clear implication of FCC's statement was that a sale to commercial purchasers would face long delay and even be pigeonholed at FCC *(see "In Washington," April 10)*.

■ The educators finally arranged to buy the station in July. But Gov. Robert Meyner, of New Jersey, tried unsuccessfully to get FCC to hold up the transfer. As a last resort he induced a panel of three appeals court judges to issue an order staying the transfer.

Gov. Meyner obtained the stay on the grounds that it had been improper for FCC to authorize the sale of a Newark station without giving the state of New Jersey an opportunity to voice its objections in a public hearing. But the court voted to remove the stay after Daniel Ohlbaum, assistant general counsel of FCC, warned that continued enforcement of the stay would nullify FCC's efforts to get an educational tv station into the New York metropolitan area.

Although FCC was able to push aside the court barrier which represented an immediate threat to the transaction, the chain of litigation initiated by Gov. Meyner continued to plague the project.

■ At the same time that it agreed to remove the stay order and let the transfer take place, the court announced that it was planning to have a hearing on Jan. 10 on the merits of Gov. Meyner's objections. The seller and purchaser were placed on notice that the transfer might eventually be nullified if the court subsequently upheld the right of New Jersey to retain its own tv assignment.

Educators then balked at paying for the station unless the purchase money was placed in escrow.

■ Gov. Meyner argued the case for New Jersey in person. He noted that New Jersey will be losing its only vhf station, at a time when New York City has six, Philadelphia three, and New York state 22. He said the people of New Jersey are entitled to local tv service.

The governor conceded that WNTA-TV has not been held strictly to its promise to function as a Newark station, but he argued this is a problem that can be considered once it is safely established that Newark is to continue having its own commercial tv.

"Tv is as necessary to a community as a newspaper," he contended. "We need educational tv," he told the court, "but most of all, we need a New Jersey station." #

McCann Promotes Three

McCann-Erickson, Chicago, has appointed Daniel J. McGrath group supervisor, Carol Bernau time buyer and Doree Miller print buyer. Mr. McGrath was formerly a media buyer, Miss Bernau was formerly a time estimator, and Miss Miller was formerly a print estimator.

Weis Named Ad Manager

General Dynamics/Telecommunication, Rochester, formerly known as Stromberg-Carlson Co.'s telephone division, has appointed Raymond P. Weis advertising manager. He formerly was assistant advertising manager.

You'll sell this million top-income-producing farmers — — — — where they work

In no other multi-billion dollar income industry except farming do the owner families work and live in the industrial plant. This is a good and necessary process and it sets the 8 Home State Farm Magazines in a particularly influential position as far as your business is concerned.

These favorable differences give you the valuable opportunity of advertising your Company and your Products where your customers *work* — and where they *live* on large commercial farms.

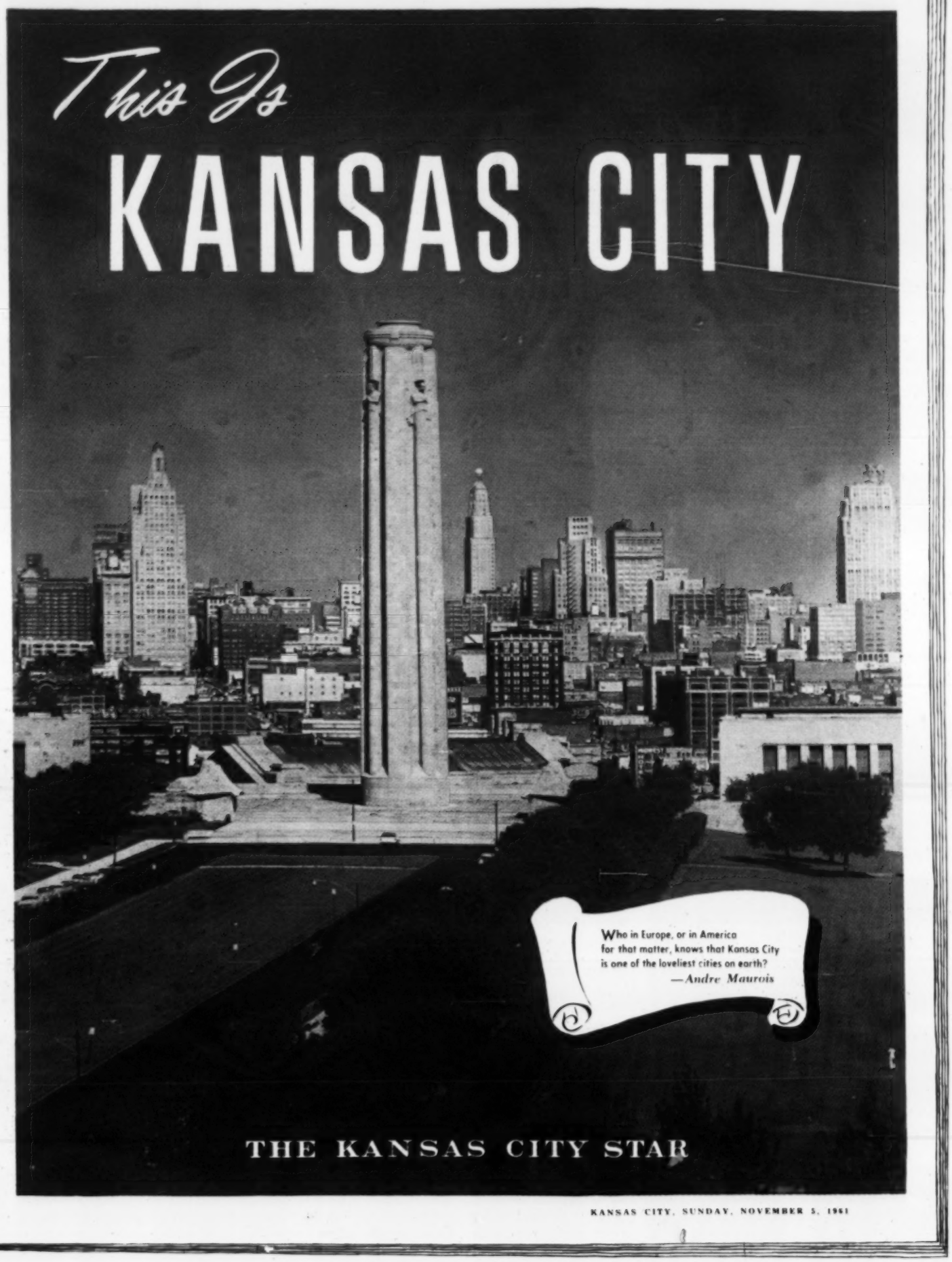
The 8 Home State Farm Magazines, more than most, are built exclusively to reach and influence more than 1,000,000 Commercial Farm Families every month. Each of the 8 circulates primarily within its Home State and bases its franchise on state loyalties, state production schedules and markets, and the important business of living and working in the Home Plant.

You can buy each Home State Paper individually or you may take advantage of every savings and economy in combination rates for package purchases.

Home State Farm Magazines are printed in rotogravure or offset with no plates required. You can save considerably on reproduction costs.

HOME STATE FARM PUBLICATIONS, INC.
Cleveland 14, Ohio
Tel: 241-5775

ADVERTISING OFFICES: Cleveland 14, Ohio, 1010 Rockwell Ave. . . . New York 17, N. Y., 342 Madison Ave. . . . Kansas City 8, Mo., 1627 Main St. . . . Chicago 1, Ill., 333 North Michigan Ave. . . . Indianapolis 5, Ind., 300 E. Fall Creek Blvd. . . . Columbus 12, Ohio, 1350 W. 5th Ave. . . . East Lansing, Mich., 322 Abbott Rd. . . . Detroit 26, Mich., 1202 David Stott Bldg. . . . Philadelphia 7, Pa., 1201 Chestnut St. . . . Middletown, Ky., P. O. Box 210 . . . Los Angeles 5, Calif., The Eschen Co., 3142 Wilshire Blvd. . . . San Francisco 4, Calif., The Eschen Co., 57 Post St.


This Is
KANSAS CITY
Who in Europe, or in America
for that matter, knows that Kansas City
is one of the loveliest cities on earth?
—Andre Maurois
THE KANSAS CITY STAR
KANSAS CITY, SUNDAY, NOVEMBER 5, 1961

Inspired by the November rededication of the city's mammoth World War I memorial, the event which starred ex-Presidents Eisenhower and Truman, drew ambassadors from 60 nations, a host of diplomatic, governmental, military and civil VIP's, and the greatest assemblage in Kansas City history.

seen a copy?

An incisive look-see into what makes the Heart of America tick. How Kansas Citians live, think, work, play, build, educate, dream. Why Kansas City's propitious threshold position bulks so large in the national economy.

If you sell or distribute in Kansas City, or sometime may locate here, this unusual picture-story will prove worthwhile. 40 pages. In 4 colors. Phone or drop us a line.

THE KANSAS CITY STAR

NEW YORK OFFICE, 21 EAST 40TH STREET • CHICAGO OFFICE, 202 SOUTH STATE STREET

OFFICE SPACE AVAILABLE

The most distinctive address for your Chicago headquarters. Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.

333 north michigan avenue building

- *outside daylight in all offices*
- *year 'round air conditioning*
- *fast, ample automatic elevators*
- *excellent service*

WIRTZ, HAYNIE & EHRAT, INC., *Managing Agents*
Phone: RA 6-8333 (Area Code 312)

Along the Media Path

A 132-page magazine section devoted to industry, "Industry Finds a New Kentucky Home," was published by the **Louisville Courier-Journal** Nov. 19.

• In conjunction with a commercial schedule placed on **WABC** by Salada Foods, the station is soliciting Salada "tea tags" from its listeners. Announcements tell listeners in radio parlance a tag means short commercial and that authors of the best short commercial (25 words or less) for Salada tea will receive two tickets to a hit Broadway show.

• The **Philadelphia Daily News**, which has offered its pages to agencies throughout the country to tell advertising's story to the public, is planning to publish the series in book form, called "In Behalf of Advertising." To date, the newspaper has run 39 different ads written and prepared by agencies.

PLAYBOY GIFT SHOP —*Playboy, Chicago, has opened a gift shop, featuring luxury gift items and merchandise marked with the rabbit emblem, two doors east of the Playboy Club. Playboy "bunnies" act as salesgirls.*

• Effective Nov. 27, **KCMO-FM**, Kansas City, began stereo/fm broadcasts seven days a week, 1-2 p.m. and 10-11 p.m. immediately following the news.

• "A Wonderful World Waiting for You . . . in a Brand New Car for '62," a special auto roundup section, featuring a four-color review of the new 1962 models, car buying tips, stories on the compact cars, automotive industry and auto financing, and highway safety tips, will be published by the **Houston Sunday Chronicle**, Jan. 28.

• **WBSL**, Buffalo, received International Breweries' award for excellence in media merchandising for its development of a special program segment, "The Iroquois Hour."

• As a public service campaign during the month of November, **WMGM** took on the task of filling the entire U. S. Air Force officer recruitment quota for the greater New York area.

• "Vacation & Business Travel," highlights of a new study on travel by **The Saturday Evening Post**, are available in booklet form from Jean B. Hoefner, Travel Marketing Manager, *The Saturday Evening Post*, Independence Sq., Philadelphia 5.

OUTDOOR TV—*This 60x30' spectacular electric sign represents WIIC's latest outdoor effort in the heart of downtown Pittsburgh. An integral part of the sign is a 12x16' television set, designed by the Pittsburgh Outdoor Advertising Co. The set is geared to pick up remote broadcasts of civic and community promotions, as well as program and personality promotions for the tv station. Vic Maitland & Associates is the agency for WIIC.*

• Baltimore agencies recently received personalized homing pigeons from **WITH**, Baltimore. The promotion enabled each media man to make an appointment with a station representative to hear WITH's new programing format.

• "Five Years in 15 Minutes," a 15-minute film presentation which tells the story of the growth of the metropolitan Washington market, has been produced by the **Washington Post**.

• On Nov. 17, employes of the **Ledger**, Columbus, Ga., gathered in the second floor snack room for a cake eating party to mark the *Ledger's* 76th year of publication.

• The **Valley Evening Monitor**, McAllen, Tex., held an open house Nov. 19 for the public to view its new building. #

Public service broadcasting...

Pictured above are a few of the awards received by WSB Radio during 1961

There's always something worthwhile to be done in Atlanta, and WSB Radio is always there. Whether it's in the interest of public safety, vital news, community projects or education, WSB Radio is synonymous with public service in the minds of listeners. This is the kind of programming that has won national and regional awards'... and has built a vast loyal audience for WSB Radio.

ATLANTA'S wsb radio

Represented by Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

BIG RUN PRINTING PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

CHickering 4-1000

CAREY PRESS CORP.
Our 67th Year
406 W. 31 St., N.Y. 1

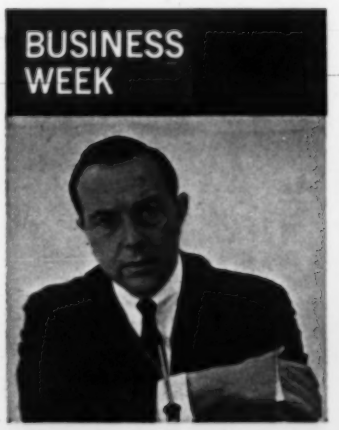
A lithographed reproduction of this wood engraving by Boston's George Lockwood, size 7½" x 11", is available when requested on your business letterhead.

6/25

george lockwood 1961

Boston... Historic City of Ideas

Boston... paragon of education, hub of science, dynamo of industry. Who puts the ideas into practice? Companies like Raytheon (417 Business Week subscribers), First National Bank (147), United Shoe Machinery (127), John Hancock Mutual (117), Gillette (76).
In Boston... and everywhere in business America ... the men who manage companies read Business Week. You advertise in Business Week when you want to influence management men.



A McGraw-Hill Magazine • 330 West 42nd Street, New York 36, N. Y.

PERSONAL SERVICE

Knowledge of the media fields he serves is a prime requisite for the Farley Company representative. The broad experience he has gained through contact in specialized business markets and his sincere desire to make this experience available to you is his distinguishing mark of service.

Markets Served

Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distributing • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

'60 Cigaret Sales Set U. S. Record

NEW YORK, Dec. 5—Americans bought a record 127 packs of cigarets per person in 1960, the National Assn. of Tobacco Distributors says in its 16th annual cigaret distribution report.

Independent food stores sold the greatest portion of these, the association said, with vending machines second and chain-supermarkets third.

Whatever the retail source, the tobacco distributor remains the primary wholesale source for cigarets, the association said. Tobacco wholesalers' salesmen now cover more than 1,445,000 retailers, compared with 1,283,180 retailers 10 years ago.

■ The association deplores the slowing down of the growth rate of cigaret consumption, which it attributes to continued classification and taxation of cigarets as a luxury item.

"The economic health of the industry," it asserts, "is being jeopardized by an unrelenting negative force—a force for which it cannot compensate." #

1960 Cigaret Sales by Retail Outlet

Type of Retailer	Rank	Dollar Volume (000)	% of Sales
Independent food stores	1	$1,307,235	20.1
Vending machines	2	1,027,578	15.8
Chain-supermarkets	3	838,972	12.1
Independent drug stores	4	604,840	9.3
Rest'ts, bars, liquor stores	5	500,781	7.7
Chain drug stores	6	299,168	4.6
Military installations	7	273,154	4.2
Dep't-variety stores	8	162,591	2.5
Hotels, motels, amusements	9	104,058	1.6
Mail order	10	84,548	1.3
Service stations	11	65,037	1.0
All other outlets		448,752	6.9

Source: National Assn. of Tobacco Distributors

WILLIAM SCHAK

GREAT NECK, N. Y., Dec. 5—William Schak, 74, general manager of Metro Associated Services, New York, newspaper advertising mat service, died Nov. 30 in St. Francis Hospital, Roslyn, after an illness of two months. Mr. Schak joined Metro in 1927, and in a short time became general manager. The company provides illustration matrix services to about 4,000 clients.

He had been an associate member of Newspaper Advertising Executives Assn. for 20 years and was a life member of Newspaper Advertising Executives of the Carolinas. He had been semi-retired for the past two years.

THOMAS F. McGOVERN

LYNN, MASS., Dec. 5—Thomas F. McGovern, 50, president of *Lynn Sunday Post*, died of a heart attack Nov. 29. Mr. McGovern, who also was president of Citizens Publishing Co., had been a newspaper man for almost 35 years.

WILLIAM A. LYDIATT

TORONTO, ONT., Dec. 5—William Arthur Lydiatt, 81, who founded the magazine *Marketing* in 1918, died Nov. 25.

Mr. Lydiatt worked for several agencies in Toronto and New York before he bought the magazine *Economic Advertising*, which he changed to *Marketing*. In 1941 he received the Award of Merit from the Assn. of Canadian Advertisers.

CARL W. FRANCIS

LOS ANGELES, Dec. 5—Carl W. Francis, 53, manager of the Los Angeles office of Hearst Advertising Service, was killed in a head-on auto collision near here Nov. 29.

Mr. Francis, a native of Nashville, joined the Hearst organization in 1933 and was merchandising manager of the *Los Angeles Examiner* for many years. He joined Hearst Advertising Service in 1943 and became manager of the office here in 1955.

WILLIAM S. DECKER SR.

HUDSON, N. Y., Dec. 5—William S. Decker Sr., 86, president of the Record Printing & Publishing Co. and publisher of the *Hudson Register-Star*, died Nov. 24 of a heart attack at his home.

Mr. Decker, born in Hillsdale, joined the publishing company Feb. 21, 1895, as a printer's devil. He became business manager in 1906 and was elected president in 1942, after the death of Raymond D. Kennedy.

He had served as secretary of the Columbia County Democratic Committee for approximately 60 years, a post he held at his death.

FRED H. MONFORE

YANKTON, S. D., Dec. 5—Fred H. Monfore, 72, editor and publisher of the *Yankton Daily Press* and *Dakotan* since 1940, died Nov. 25 at Sacred Heart Hospital after a long illness.

Mr. Monfore also served as president of Yankton Printing Co., which publishes the newspapers.

CONRAD A. HECKER

LONGMONT, COLO., Dec. 5—Conrad A. Hecker, 79, for a number of years advertising manager of *Rocky Mountain News*, Denver, died here Nov. 29 after a long illness. He also had spent 10 years as advertising manager of KVOD, Denver radio station. He retired in 1952.

Dewey Portland Cement Co.

Municipal Airport Terminal

Sinclair Research Laboratory

The Petroleum Club Building

Tulsa Growth Report '61...

HIGH... WIDE... AND HANDSOME!

Listed below are numerous . . . but not all . . . construction announcements which have made Headlines in Tulsa since the first of the year:

★ **Sixteen-story $4 Million PETROLEUM CLUB BUILDING is under construction.**

★ **SINCLAIR OIL & GAS CO. breaks ground for $4 Million Research Laboratory . . .**

★ **DEWEY PORTLAND CEMENT CO. shipped first products from new $13 Million Plant . . .**

★ **$1 Million DOWNTOWNER MOTOR HOTEL opened to public October 1.**

★ **MUNICIPAL AIRPORT TERMINAL BUILDING at a cost of $10 million celebrated its formal opening November 12 . . .**

★ **TULSA PASSES BOND ISSUE . . . Gets new library, park improvements, expansion of Gilcrease Museum . . . $8.2 million worth of progress . . .**

★ **CENTURY ELECTRONICS AND INSTRUMENTS, INC. begins new plant valued at $850 thousand . . .**

★ **Luxury living begins at the fabulous 18-story $5 million "2300 RIVERSIDE" APARTMENT . . .**

Tulsa and the Magic Empire comprise an ever-growing, ever-expanding market . . . with an Effective Buying Income of more than 2 billion dollars.* You can best reach this market by advertising in the Tulsa World and The Tulsa Tribune . . .

*SM Survey of Buying Power, 1961

Represented Nationally By The Branham Company

The TULSA WORLD and THE TULSA TRIBUNE

MORNING ● SUNDAY ● EVENING

Interested in reaching the influential people in 60,000 conservative Protestant churches?

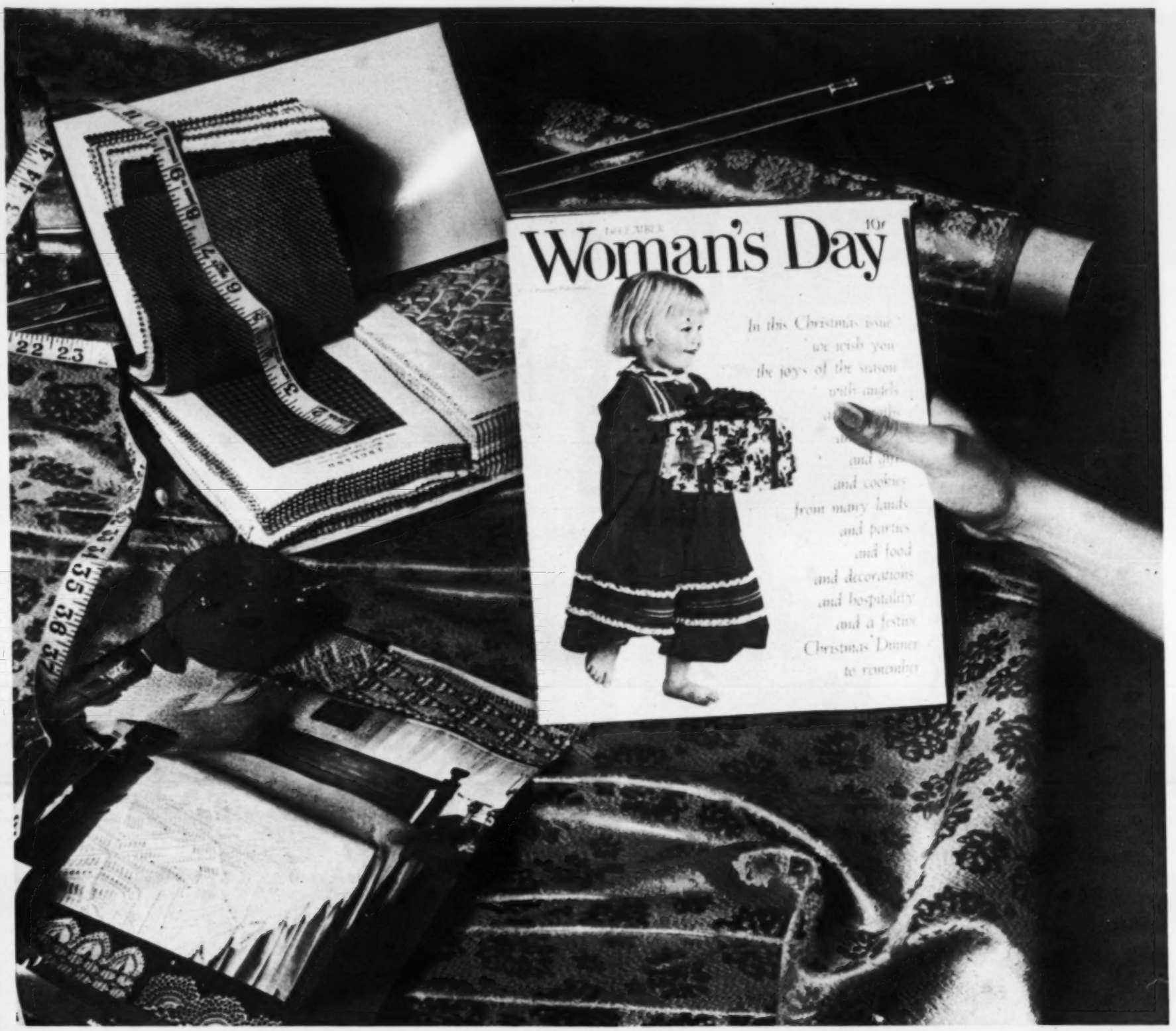
That's the market where MOODY MONTHLY's influence is concentrated. This *"invited salesman"* has an entree into the homes of these active church leaders and gets you inside the important decision-making church board meetings. More than 75% of M/M's subscribers hold positions of influence in these 60,000 conservative Protestant churches. And M/M's 100,000 homes (with more than 280,000 readers) offers you another important market.

For complete folder of Media Fact Sheets on reader survey, call or write today—

LAWRENCE ZELTNER, *advertising manager*

MOODY MONTHLY

820 N. LaSalle Street • Chicago 10, Illinois



THE ONE DECORATING AID that gets the others used

Feathering the nest comes naturally to most women. But, even at that, their biggest problem is overcoming their doubts about how to do it. That's where Woman's Day comes to the aid of every home decorator.

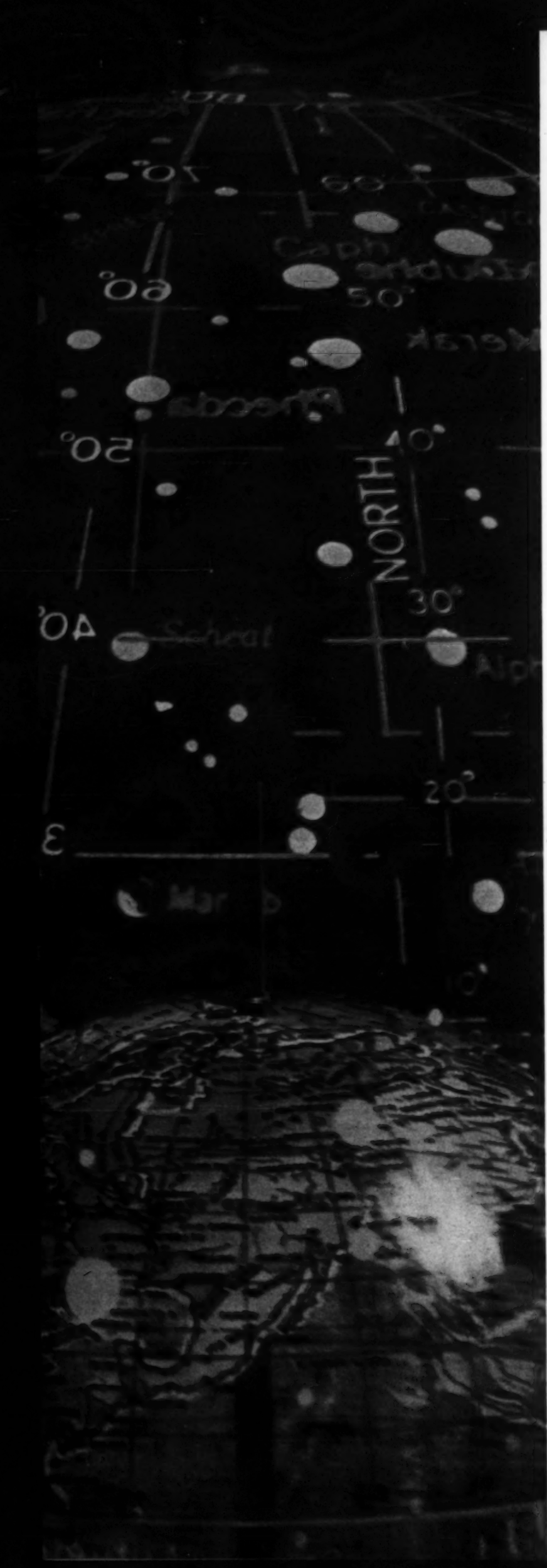
Woman's Day is decorating consultant to over 5,500,000 homemakers. It gives designing women *practical* ideas about home furnishings—how to choose, arrange and re-arrange them.

This practical editing has practical results. 47% of Woman's Day readers painted or redecorated last year*—more than any other women's service magazine. Jan.—Sept. 1961 Woman's Day circulation is UP 10% over 1960. Outlets are UP 17% (17,189 food stores now sell Woman's Day). As a result December revenue is UP 17% over 1960.

Because more and more advertisers are learning that Woman's Day gets products used. Woman's Day—the woman's service magazine with 5,500,000 *users*.

© Fawcett Publications, Inc.
*Source: 1961 Starch Consumer Magazine Reports

RIGHT ASCENSION



BASIC TEST FOR MEDIA SELECTION:

In the world-wide aerospace market, ask anyone, anyone you're trying to sell what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week
and ***Space Technology***

A McGraw-Hill Publication 330 West 42nd St. New York 36, N.Y.

ABC PAID CIRCULATION 81,927

Another one of the nation's key newspapers

St. Paul Sunday Pioneer Press

adds

PARADE

as its only syndicated Sunday magazine,
beginning January 7th, 1962

The St. Paul Pioneer Press dominates three of the five counties in the fast growing Minneapolis-St. Paul metropolitan area . . . 14th largest in the country.
More than half a million people live in the St. Paul "half" of the Twin City area and their retail sales total nearly $700 million a year. Only the St. Paul Pioneer Press covers this market, reaching eight homes in ten, compared with less than two in ten reached by the Minneapolis Sunday newspaper.

St. Paul Sunday Pioneer Press

Reds Expel 3 Ex-Chiefs

U.S. Forces Ready for Any Test

3 Hunters Killed As Deer Season Opens in State

St. Paulite Fatally Stricken

Katanga Officials Leave Albertville, Refugees Say

Python Yelp, Truth Nears, Butte Reports

Skins Presaged Gopher Victory

Kennedy Links Peace Plea, Firm Warning in Arlington Speech

PARADE

HAYLEY MILLS
She's the greatest child find since Shirley Temple

How you can win a marital fight

Washington's most famous bloopers

Those new servants of God

The St. Paul Pioneer Press is represented nationally by Ridder-Jones, Inc.

The St. Paul Pioneer Press is the fourth key newspaper to make Parade a part of its "Sunday package" in ninety days.
Now Parade circulation goes up to 10,795,815 and its distributing newspapers to 69 . . . both all-time highs. This record climaxes 20 years of sound growth — from 1,760,000 circulation through 12 newspapers in 1941, 5,040,000 circulation through 34 newspapers in 1951, to more than double the 1951 totals today.

Advertising Age

Feature Section

Tyler Selects November's 'Best Ads'

Make Use of Gummed Seals—Butler

Weiss Blasts the Business Press

Aim at Logical Prospects—Woolf

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Otherwise TV Programing 'Will Remain a National Disgrace' . . .

TV Magazine Concept Is Here, Cone Asserts, Urges Two More Steps: Program Balance, Ad Rotation

Fairfax Cone believes that all tv, in effect, has become spot tv, as the sponsor first has become an alternate sponsor and then, with his advertising distributed among three or four products over two weeks instead of concentrated on one, each week, he "has become no sponsor at all . . . merely another advertiser on a purely spot basis." This means, he says, that the tv magazine concept is already in effect, with only two steps to be taken to make it what it should be: (1) Balance the weekly fare between regular and special entertainment features and regular and special features in fields of controversy, ideas and the arts and (2) rotate advertisers through the week's programing on all except special shows. Mr. Cone expressed his views in a talk, which is reproduced here, given before the Broadcast Advertising Club of Chicago.

By Fairfax M. Cone
Chairman, Executive Committee, Foote, Cone & Belding, New York

If the two publics of television were clearly what they seem to be—the mass and the minority—and if television were something that anyone could enter into as a broadcaster, there would probably be no more official controversy about programs and programing than there is about books and the movies. Criticism would undoubtedly still be with us; but criticism and controversy are two different things.

In the case of television, almost any discussion of programs sooner or later comes down to a discussion of the physical rules of broadcasting that limits, and limits so drastically, the number of channels. It is this limitation, that everyone here knows so well, that makes television so different from movies, books, magazines and newspapers; or, for that matter, from any other means that we know for communication—either of entertainment or instruction.

Anyone who can afford it can make a movie, and there are various means and places available for showing it. Anyone can write a book, and even if he has to publish it himself, there are plenty of presses available to print it. Anyone can start a magazine or newspaper, and many people have.

■ But only those people can get into television who can be allocated a channel for broadcasting that is not already in use. These channels, or frequencies, are of limited number and, like other limited resources of our people—our forests, our lakes and our rivers—these are necessarily supervised and controlled as to use by a government agency. Just so, the question of programing becomes a matter of interest to the Federal Communications Commission, and thus different from the programing of movies, books, newspapers or periodicals.

The extent to which this interest should *control* programing was the principal topic of discussion at the recent television symposium at Northwestern University. I happen to have been a member of the panel (which included Newton Minow, Chairman of the FCC; Ward Quaal, general manager of WGN-TV, and perhaps a half-dozen other station operators) and you know, I think, what the general conclusions were.

Television Needs Close Control

Government control seemed to every one of the station operators there, and equally to the several distinguished lawyers present, synonymous with censorship. And even Mr. Minow, who denied strenuously that censorship was in his mind, had to agree that this was implied in the licensing power of the FCC through which all stations operate.

It was Mr. Minow, as an attorney for the publisher, who freed the book, "Lady Chatterly's Lover," from the censor's ban. And there can be no question of his distaste for censorship generally.

But neither do I think there can be any question but what television must come under some new conscientious, if not rigid control.

For every step forward that television takes, and each with a considerable fanfare, it appears to take two steps backward. The same little screen that last week gave us NBC's magnificent Ernest Hemingway story, "Life of a Giant," and the immensely thoughtful and significant "Where We Stand: War or Peace," with Howard K. Smith and CBS reporters from London, Paris, Berlin and Moscow, brought us also a whole new series of tired rearrangements of old mystery and comedy routines, topped off with the nastiest, ugliest show I have ever seen on tv. This was the first instalment of "Bus Stop."

Abuses in Magazines and Book Publishing No Excuse for TV

When it was argued at Northwestern that there is no other control of books and magazines and newspapers than the right of the Post Office to deny mailing privileges in defense of morals, it was pointed out that there this is ample enough control.

Personally, having read "The Carpetbaggers" and "Valhalla," and seeing *Playboy*, I doubt this. I hope that Simon & Schuster, who published "The Carpetbaggers," and G. P. Putnam's Sons, who published "Valhalla," will come to regret these lapses from taste and dignity and lapse no more; and I hope that some day *Playboy* will grow up.

■ I am sure that there will always be people who think that looking inside girls' blouses is the height of sly and not very dangerous excitement; and *Playboy* takes the blouses off for them.

In the book business there have always been under-the-counter items. Who can forget "Fanny Hill?" Or the fact that Mark Twain wrote one of the world's most vulgar, most obscene little books?

But these *were* surreptitiously published and distributed. Books like "The Carpetbaggers," "Valhalla," "From Here to Eternity" and "Tropic of Cancer" are generally available, and available to everyone.

Also, the movies have come to have a predilection for the seamy side of life, with the glamorization of the gangster and his sultry girl friend as standard, almost, as the slouch-hatted, cigar smoking villain of tv, each with his busty moll. Only the *major* magazines have not entirely let down the bars.

But this is no excuse for television.

■ It would be easy to say that tv's biggest trouble is the problem of numbers, and that these are not the operators' faults, but rather that they are a combination of mass interests on the one hand, and the meagerness of the minority on the other. Any study that anyone wants to make of the Nielsen or Arbitron, or any other television audience figures, gives aid and comfort to this point of view.

There is no doubt about it that a large number of people *are* getting what they want. Indeed, it is even possible that a *majority* of people are getting what they want, crummy as much of it is.

But even if this be true, there is a sizable minority that rarely is satisfied. When almost three hours pass on a Saturday afternoon in Chicago with no other choice for the viewer than a baseball game (between the Cubs and the Phillies) and *three* football games, something is wrong. Something is *terribly* wrong. And it needs to be corrected.

TV Handicaps: No Choice; You Can't See Two Shows at Once

I have argued in the past, and publicly, that there is a good deal of television programing that is very good programing. And I can argue this again. And I will.

But it is impossible to argue that there is not also a great deal of television that is stupid and dreary and ugly, and some that is vicious. Worse still, it is impossible to argue that you can *choose* your television, for you can't. You must take it, or leave it, for better or for worse.

Once you take it you have had it, to the exclusion of everything else that was broadcast simultaneously. And once you have left it you have missed it forever. This is a disadvantage in television that may eventually be remedied by automatic house-taping of shows to be rerun at the viewer's choice.

Meanwhile, and this will probably be a long while, the disadvantage is real and the consequences are serious—at least

Fairfax M. Cone

in the views of the Northwestern conference. And in the view of Newton Minow and the FCC. And they should be to all of us.

■ The public is getting its television according to the money that is in it for the owners and operators of television stations. If you want to, I suppose, you can go back of the stations and say that it is the advertiser and his agent who *pay* the money that are responsible.

And in a way you would be right. For if the advertiser were to withdraw *his* support from television there would be no support. Without the advertiser or subsidies from government, there would be no television.

In Newspapers, Advertisers Buy Entire Audience; Not So in TV

Here, I would like to remind us all again how different broadcasting is from the printed media of news and instruction and entertainment and advertising.

The large audience attractions which build magazine and newspaper audiences and attract advertising stand side by side in type with *limited* audience attractions. There is no exclusivity here. The audience shifts within the pages of the magazine and between the columns of the newspaper.

And the advertiser pays equally for it all.

The huge difficulty in television is that it has always been sold on a selective basis, selecting the big numbers. The advertiser virtually has bought the audience he wanted. And he has "served" that audience and no other.

■ So we come back to the *two* publics; and the fact that, as I said, these are not *clearly* a majority and a minority.

Network and station and advertiser operations have wanted to make them this; and had they been successful probably everyone would be happier, including the FCC and Mr. Minow, and me. We would have mass programs of soporific drama and comedy and sleazy mystery and (I suppose) mayhem, just as we do now, for what we call the majority. And we would have programs of somewhat more intellectual and stimulating character for what we call the minority.

■ *The difference is that we would have them at the same time, and in competition.*

And all the silly soap drama and corny horse opera and naked city crime wouldn't fill the best hours for viewing, while "Wisdom" comes on at 4 o'clock on Sunday afternoons and Irv Kupcinet starts one of the most provocative and challenging programs in all television at 12:15 (fifteen minutes after midnight) on Sunday mornings.

Varying types of programs would be on in identical time periods: On *big* and *little* stations, as it were, just as *Life* and *Look* and *The Saturday Evening Post* are on the same newsstands with the *Atlantic* and *Harper's*, and the *Saturday Review* and *The Reporter*.

Our *real* difficulty is that we have no little television stations. We have only giants, fighting each other. And this is understandable.

■ In a very different way, the *Chicago Tribune* was begun by Joseph Medill to be his voice in matters political and economic. The *Chicago Sun-Times* was put together by Marshall Field to be *his* voice in similar matters against the voices of the heirs of Medill. *The Saturday Evening Post* was founded by Benjamin Franklin to be *his* voice. *Life* was established to bring a new kind of illustrated news to the public. And *Look* was planned to be somewhere in between those others.

Television's great networks (and there are no other kind) all were planned for a totally different reason; not as public servants, for there was no public service involved at the outset, but purely and simply as business enterprises, planned to make money.

Please let me be clear. There is nothing the matter with this. At least, there is nothing the matter with making money—Arnold Toynbee, Arthur Schlesinger and John Kenneth Galbraith notwithstanding.

The trouble, yours and mine (and the public's, too), is the limitation in the number of television channels that makes all three networks and most independent stations fight for the same mass of viewers hour after hour after hour.

TV Aims at Wrong Masses—Those With Closed or Flighty Minds

It is said by certain researchers, and I have recently come to believe this, that the public is composed of three broad groups of people:

- First, there is 20% whose minds are made up about most things and cannot be changed.
- Second, there is another 20% who will try almost anything and follow almost any fad without conviction. Together these are held to represent some 40% of the population.
- Then there is a solid 60% in the middle, which is open to sensible argument and moved primarily by satisfactory performances.

■ These are arbitrary percentages and the people within the groups surely change. However, as I said, the researchers believe these are real, discernible, workable groups, nevertheless.

And smart business people, smart advertisers, work on this middle 60% who in the long run represent success.

Television, unhappily, seems to be aimed primarily at the people whose tastes can't be changed and whose sights can't be raised. These are the people who represent the public's lowest taste.

And this, I think, describes that bottom 20% of our population at which television apparently is first directed.

The second target, I am sure, is that second 20% that doesn't know what it wants and drifts along, dreaming, perhaps of vicuna coats and Dior dresses; neither of which it will ever obtain.

■ What most television clearly is *not* aimed at is the 60% in the middle that can be attracted and held only by sense and substance and good taste. Actually, the peak time viewing turns up about 60% of U.S. television sets; The average is around 55% and 60% during prime nighttime hours.

So you see, if you are getting the bulk of the gum chewers and the lipmovers and the bulk of the no-opinion holders (who are not very apt to be at a PTA meeting or one of the English Speaking Union, or a Great Books class), you are pretty apt to be attracting no more than a third of the great body of sensible and sensitive Americans whose tastes it is much the most important to satisfy.

This, it seems to me, is something less than good business—for anyone.

Television is the greatest means of communication ever discovered, and our most important people—often times a majority *of the majority*—are being largely left out of it, because networks and stations and advertisers alike, or seemingly alike, are out only for numbers, to beat the competition each one faces.

Nor is this the least bit hard to understand. If the network fails to produce programs that attract large audiences, the station can't sell its local time. If the network can't deliver the station, it has no reason to exist. And if the advertiser can't match *his* competition in advertising effectiveness for every dollar he spends, he cannot remain in competition. He must fail.

■ Now, the question is: Is there any way out, short of a system of UHF stations, like our FM stations in radio, and forty-odd million new television sets to bring in these new stations, to say nothing of the problem of building and operating such stations for limited audiences, for what is so vaguely referred to as better programing.

Let me say parenthetically that I haven't the foggiest notion what this better programing really is. I know that it is supposed to take children away from the cops and robbers and the Westerns; and I know that no books have ever done this successfully.

If it is supposed to move adults from "The Untouchables" and "Andy Griffith" to opera and the ballet, I am sure that its promoters are wasting time.

The only course open to any of us, in my opinion (and us includes the FCC) is not to constrict television but to expand it; to broaden the choice within the present total time limits and to *keep* that choice broad, with the end in view to do more for the roughly 60% of the public that by its television viewing habits is thought of as the minority, but which is actually the majority that is being so little considered today.

How would I do this?

Magazine Concept Is Already Here

I first suggested a plan when I perceived that all television, or *almost* all television, would sooner or later be spot television. The sponsor had already become the alternate sponsor; and with his advertising distributed among three or four products over two weeks instead of concentrated on one, each week, he was soon to become no sponsor at all. He would be merely another advertiser on a purely spot basis.

This he has become.

■ The magazine concept of television is now in effect with only two steps to be taken to make it what it should be:

- The first of these is to program as a responsible magazine would: To balance the weekly fare between regular and special entertainment features and regular and special features in the fields of

The Creative Man's Corner . . .

New Soup Deserves New Approach

new! soups
with faraway flavor...
now! take a kettle cruise of Europe with 7 new Knorr soups
Knorr makes Europe's best-selling soups

Here is an ad that appears to reverse a current trend. We mean the trend of art to overshadow copy. In this ad, the copy, to our critical eye, far surpasses the art treatment—which is about as old-fashioned as one could find.

These soups—Knorr by name and apparently dehydrated by nature—are made in America under license of a Swiss company. The copy, therefore, wisely picks up their European heritage and likens them to soups you might enjoy in the Netherlands, Switzerland, England, Sweden, France, Denmark, Italy. A sound and impressive approach—especially after the dismal failure of American dehydrated soups.

But the art treatment is as dull as the copy is exciting. Despite the European scenes, the placement of the packages over the illustrations, the big bowl of soup recalls all the soup ads we have ever seen. With something so new and exciting, we feel the physical presentation should also be fresh and startling and stimulating.

A good ad—because of the news it presents. But it could have been so much better. #

sugar and spice ...and a 50¢ price

From its mouth-watering cookie cover to its moving quotation from the New Testament, the great December issue of Good Housekeeping is overflowing with Christmas delights! Inspirational . . . "The Moods of Christmas" by Carl Sandburg. Joyful . . . Mitch Miller's "Sing Along Christmas Song Book." Sophisticated . . . "Santa Among the Millionaires." Practical . . . "Avoid Holiday Cleanup Woes." Two hundred and twelve colorful pages shine with bright holiday excitement and glow with a deep recognition that Christmas is a thing of the spirit.

As you page through this richly rewarding issue you sense why so many millions consider Good Housekeeping the quality women's service magazine. You feel the special sense of "caring" that has won for its editors a reader dedication unique in magazine publishing. And you come to understand why Good Housekeeping alone is worth the higher price women gladly pay for it.

Yes, there's sugar and spice and much much more in the December issue. And there are enduring values for advertisers because there are enduring values for readers in every issue of Good Housekeeping.

Guaranteed by Good Housekeeping

Good Housekeeping

Magazine and Institute

controversy and ideas—even in the arts.

A Sunday afternoon "hidden feature" that I saw on WGN a few weeks ago had Heifitz and Rubenstein and Piatagorski in a classical jam session that made "Sing Along With Mitch" sound like a grammar school assembly exercise.

But let me not digress. Not only is such programing possible; it is also the means, and the only means, to experimentation.

• For implicit in it, and the second step in this plan, is to revolve advertisers through the total week's programing; to cut out, as it were, preferred positions in the weekly schedule, and to open this up to experimentation, with every advertiser paying his share.

The method is as simple as the rotation of commercials by a single advertiser for six products through two weekly shows; only the network would rotate *all* advertisers through *all* except special shows.

There are people who oppose this. But I believe they are short-sighted.

Because, if they hold to their preferred positions, which means positions in certain large-audience programs, their competitors must seek to equal them (they have no choice) and the level of television programing will remain precisely what it is—which is a national disgrace.

Programing Aimed at Majority of Viewers, Not of Public

We are programing for what has long seemed to be the majority. But this is not the case. The majority is only the majority of viewers; it is not necessarily the majority of people. It is probably, in fact, a minority of the public. And *all* our people should be served.

It is in the province of the networks and the stations to do this next season. I have no doubt at all that most advertisers would agree to rotation through all kinds of programs—at a single rate for the nighttime period; and another single rate (for time and talent) for the daytime.

For, after all, why should any but the very luckiest today not wish to remove the gamble they take alone when they "pick" shows?

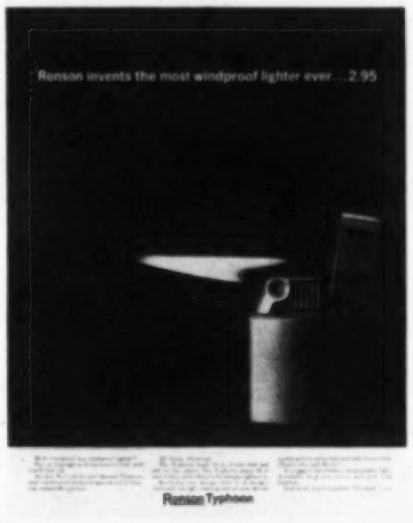
American business became enamored of show business back in the heyday of radio. The devotion reached the stage of red hot passion with television. But I think that disillusion has set in.

If it has, as I think it has, and most advertisers now view tv simply as another, even though greater medium of communication, that they are willing to leave to the communicators to operate, we can have fair sailing, together with all manner of just and pleasant rewards. Not the least of which may be hands-off by the FCC. ≠

Tyler Picks Ten for November . . .

Kool-Aid

Beautyrest Mattresses



Ronson Lighter

Critics of Creativity Need to Clarify What's Bothering Them—Its Function or Abuses

By William D. Tyler

Heads of two important agencies have turned against motherhood in recent months. Motherhood in our business is, of course, creativity. Marian Harper bewailed "the cult of creativity," and Herb Strauss gave today's emphasis on creativity four more years to go. At that time, it would be supplanted by something better; namely, account-executivity.

William D. Tyler

Neither has suggested a substitute for creativity, the function that turns out the product that pays the rent. So it's sort of like a manufacturer coming out against the use of machinery. Yet neither of these agency principals has rocks in his head, so what, as the saying goes, is eating them?

My guess is that they are fed up with the kind of creativity that is concerned solely with attracting notice by being different, unexpected, or sensational. There is a shallowness and a self-gratification about this kind of advertising that all but turns the stomach. It makes no attempt to inform, to persuade, or to convince.

I'm with our critics if this smart-alecky, show-off kind of advertising is what they are criticizing. However, if they are simply criticizing today's emphasis on the creative function, they may be sawing at a limb which is providing them with a very comfortable perch. Watch out below!

Kool-Aid

One of the fine advertising symbols of recent years has been the Kool-Aid pitcher with the animated face drawn on the frost of the glass. It says fun, it says cold, and it shows the product appetizingly. Further, Foote, Cone & Belding has demonstrated that it fits a variety of still-life situations such as the one shown here for Halloween. Product story succincty stated in Joyce Doty's copy: "One 5¢ package . . . makes 2 quarts of . . . America's best-loved instant soft drink." Bob Andrus is the art director and Marv Potts invented the smiling face.

Beautyrest Mattresses

What is probably the finest campaign ever run for the single purpose of dramatizing mattress comfort, is the series for Beautyrest that shows people goofing off on these mattresses at unconventional times, such as on moving day, in the ad shown here. The situations are usually comic, and yet not unidentifiable with the reader's experience. They could be said to have the general kind of universal humor that characterizes one of the better *Saturday Evening Post* covers. Idea for the series was Norm Robbins' of Y&R. Copy was his, art direction Robert Wall's.

Ronson Lighter

How would you advertise a new lighter that was more windproof than competitors', yet actually costs less than other lighters in your line? First, of course, you'd want a name that helped tell your story. Ronson chose Typhoon, thought up by Doyle Dane Bernbach's copywriter Monte Ghertler and art director Ben Spiegel. Then you'd want an illustration that demonstrated windproof-ness. The art director simply had the lighter shot in darkness with the flame blowing laterally. To tell the whole story in the headline, the copywriter wrote: "Ronson invents the most windproof lighter ever . . . $2.95." To add conviction to this double-barreled headline, his copy read: "We took it and wind-tunnel tested it—the Typhoon stays lit in winds that put out all the others . . . The new design, curiously enough, makes use of new metal-working techniques that actually *lower* costs." Nothing clever or tricky, just direct, telegraphic, and inescapable.

Sears, Roebuck

One of the outstanding ads in the Sears institutional campaign is the one headed by Ogilvy's Dave McCall, "Shop at Sears and save (their profit is less than 5%)." The magic lies in the "5%." This accomplishes two things: It seems absurdly low to the average person (which it isn't), and it satisfies a need for a plausible justification of Sears' claim of lower prices. The entire ad strikes a nice balance of upgrading the Sears image as it drives home the economy story. This is accomplished, in Bud Smith's layout, by a left-hand page devoted to showing the landscaping outside a new Sears store, and a right-hand page that talks price only.

Valiant

There seem to be three broad directions automotive advertising can take. The first is today's most popular: Take one outstanding product feature and go all out to dramatize it. Two, try to make a complete sale in one ad by overwhelming the reader with a host of selling points. Three,

Sears, Roebuck

SOMETHING MISSING . . .

(like California without the Billion-Dollar Valley of the Bees). If you're beating the drum for your product in California don't overlook the great inland Valley with its prosperous 27 counties. They represent a disposable income of more than $4 billion — greater than any one of 25 individual states. You're not really selling California unless you're selling the Valley. To cover it in depth, you need its own favorite local newspapers, the three Bees. Check the special discount plans today.*

Data Source: Sales Management's 1961 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA AND ORMSBEE

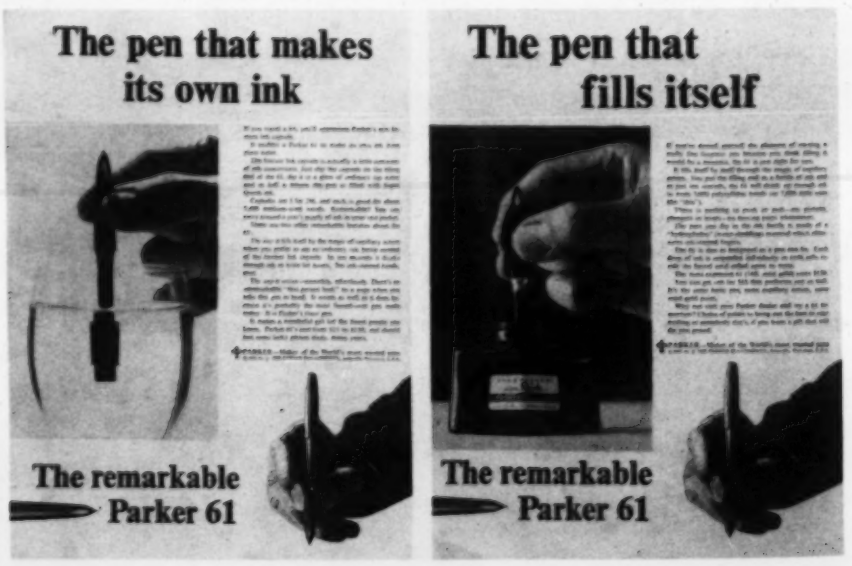
*The Bees give national advertisers discounts on (1) bulk (2) frequency; or (3) standard pages. Check O'Mara and Ormsbee for details.

Valiant

Rambler

Buick

Supp-hose Stockings



Parker Pens

don't talk physical features at all, but promote a favorable image. Last month saw excellent instances of each. Chuck Mackey of Ayer's Detroit office came up with a prize example of the first school. Bob Dunning's layout showed a Valiant passing a roadside historical marker. It read: "A Valiant actually ran out of gas on this spot Oct. 1, 1961." Although the well-written text was able to include a deft once-over lightly to various other product points, this was an ad devoted to economy.

Rambler

The "omnibus" automotive ad has always been a source of criticism for creative men, because it is felt to lack focus and to overreach. Ray Mauer of Geyer, Morey, Madden & Ballard found a way to tell Rambler's complete story in one ad and tell it through a single, compelling illustrative element. This was a diagrammatic drawing of a car which used type as an essential element of the picture. Copy was Chic Aiello's and Jim Killins'. Layout by Odie James and Matt Stanley. The point the ad makes is found in the subhead: The 1962 Rambler has 102 new improvements.

Buick

Generally speaking, Detroit has never made full use of the buyer's basic motivation, which is: "I want the car that reflects most favorably on my judgment, my taste, and my social position." Admittedly, this prescription is no snap to fill, particularly in the case of a middle-bracket car. In a recent ad, Buick has found a way, however, that is highly believable. Headline: "Why does one Doctor tell another Doctor?" Paul Foley's copy makes the most of an old folk-saying—that Buick is the "Doctor's car." He credits this ancient preference to reliability, an equally hoary Buick tradition. Of course, this contains an implied negative of stodginess, which McCann's Nils Berg's layout neatly dodges by using smart, youthful doctor-models.

Supp-hose Stockings

Here's an advertiser with only one story to tell. Get support for your legs with stockings that "ease your tired legs . . . fashionably." The advertising they have been getting from Daniel & Charles has accomplished this single-minded purpose well. Harriet Olguin's copy steers clear of any therapeutic claims, only promises that they "look as good as they feel." Her headline, "Who supports more women than anybody?" with its mild *double-entendre*, does this well, and manages to work in a success story as well. Layout was David Charney's.

Parker Pens

It is interesting to see Parker running copy-heavy ads, since this advertiser has historically depended more on design and appearance than verbal argument to sell his product. The new series is forthright and informative. "The pen that fills itself," is one headline. "The pen that makes its own ink," is another, written by Burnett's Ray Young. His copy points out that the Parker 61 performs this magic with plain water, as the illustration in Jack Dawson's layout suggests. "The instant ink capsule is actually . . . ink concentrate . . . No ink-stained hands . . . In ten seconds, it drinks enough ink to write for hours."

Intercontinental Hotels

Sometimes a headline sneaks up on you and starts the spine to tingle and the imagination to soar. An unassuming, small-space ad for a resort hotel in Venezuela did just that last month. The pic-

39-Acre Balcony Over Caracas
HOTEL TAMANACO
Look outside your window in the Hotel Tamanaco, and see orchids growing on the mountainside. Look again—you're gazing into the heart of Caracas! You're in the mountains, you're in the city, you're in a glittering resort! Outdoor pool. Cabanas. Badminton. Volleyball. Pitch-and-putt golf course. At night, one of the city's outstanding night clubs to entertain you. Relaxing headquarters for businessmen, marvelous resort for travelers. Ask your travel agent. Or write us at the Chrysler Building, N.Y., 17, N.Y., or Roper Building, Miami, Florida.
INTERCONTINENTAL HOTELS

Intercontinental Hotels

ture was a photograph of a hillside hotel taken from below. Irwin Fredman's headline: "39 Acre Balcony Over Caracas." His copy: "Look outside your window in the Hotel Tamanaco, and see orchids growing on the mountainside. Look again—you're gazing into the heart of Caracas! You're in the mountains, you're in the city, you're in a glittering resort." Kudner is the agency, Bill Conlon the art director. #

On the Merchandising Front . . .

For the Defense—The Business Press

By E. B. Weiss

In my years of business writing and of speaking before business groups, I have tried to be intelligently provocative. (I am sure there have been plenty of occasions when I have been more provoking than intelligent!)

E. B. Weiss

In any event, my self-assumed role has been that of the burr-under-the-saddle. It really began back in the early 1930s—those terrible depression years—when I conceived the idea of "Grey Matter." For the 17 years I did that completely one-man job, I jabbed and prodded at *hundreds* of sacred cows (while making an occasional prophecy involving merchandising trends).

In more recent years, I have been doing much the same thing in the deep studies which it is my privilege to prepare quarterly for Doyle Dane Bernbach. Number 17, on low-margin retailing, was published a few weeks ago. Also, I have played this same role in my Advertising Ages column—and, I might add, with a total editorial freedom. And, of course, in talks before trade groups I also consider it my function to tell these audiences not what they may want to hear, but what I believe it may benefit them to hear.

I've been doing this for close to 30 years. And in all those years of pricking and punching I have been *violently* assailed no more than a *dozen* times! What may strike some as even more extraordinary, over all those years, *only two or three* manufacturing wholesale-retail executives have ever taken me to task. (To this forbearance I hereby and herewith pay tribute.)

■ Who, then, were the others who jumped me?

The business press!

For example:

Starting some six or seven years ago, in my AA column, I began to point out what to me were the self-evident weaknesses of the food super. My position was that if these weaknesses were not corrected, the food super would be holding open a door for new types of low-margin competition. Not a single food super executive ever lambasted me for those

The Impresario and all he stands for still exists, although his more glamorous trappings — flowing cape, ebony stick, and silk top hat — are no longer much in evidence. At the CBS Owned Radio Stations his great showmanship goes on: finding and encouraging new talent . . . developing and putting on the exciting kind of shows people tune in to hear.

Take WBBM Radio in Chicago, for example. Every week more than fifty singing stars, musicians and entertainers present 35 live music shows. That means hours of rehearsals every day with a large professional staff of script writers and directors. Enough work and worry to stagger the imagination of the most ambitious impresario. Why bother? Because people know the difference between live and canned, and they want the excitement and fun of *live* entertainment, imaginatively created and presented. They have shown their preference by consistently tuning in to WBBM for live showmanship radio.

Such programing is typical of the *idea radio* you find only on the CBS Owned Radio Stations. It's entertainment for adults — music, clever talk, interesting information. No wonder that the CBS Owned Radio Stations reach *more people* than any other group of stations*. . . and more people who are tuned in to *listen*.

THE CBS OWNED RADIO STATIONS
WBBM CHICAGO, **WCBS** NEW YORK,
WCAU PHILADELPHIA, **WEEI** BOSTON,
KMOX ST. LOUIS, **KNX** LOS ANGELES,
KCBS SAN FRANCISCO.
REPRESENTED BY CBS RADIO SPOT SALES

*Sources: Pulse Annual, 1960, Sales Management, 1961

comments and predictions. But at least one of the editors of a food super trade publication hauled me over the coals regularly. His position was that the food super could do no wrong.

Another example:

For a few years, I have been insisting that personal selling, as traditionally defined, is waning. Each time I do, one of the business papers covering selling smacks me down with the assertion that "there will always be a salesman."

Another example:

My comments about the variety chains have seldom been complimentary. I've yet to get a complaint from a variety chain executive. But at least one of the business papers promptly rises to the defense of its darling.

A most recent example:

A few months ago, I told a group of some 1,200 pharmacists what I believe the American public thought of them—and why and how I thought the pharmacist must change his competitive posture. I wasn't hissed off that platform, although the opposition was more vehement by far than usual. I haven't heard from a single druggist since that talk. But the editorial reaction of at least one of the drug trade papers was pretty strong.

▪ For many years I have been a great admirer of several of the Fairchild business publications—particularly *Women's Wear* and *Home Furnishings Daily*. I admire their remarkable news coverage, etc., but I admire even more their editorial courage. Nobody has ever picked on department stores as I have done, I'm sure—yet the Fairchild publications have apparently never deemed it to be necessary to rub my nose in the mud. And I might add that in the many years during which I wrote the persistently provocative "Retail Grey Matter," (which I wrote for department store executives) I never got a single complaint from a department store executive.

Why do some business papers assume the editorial position that the business fraternity to which they appeal must not be criticized? Why do they conceive it to be their bounden duty to "rise to the defense?"

I notice that ADVERTISING AGE keeps its editorial pages completely open to frank discussion of advertising's many foibles. I note that its columnists are given complete editorial freedom. Its great success is surely due as much to editorial fearlessness as to its remarkable news coverage.

▪ When a business publication lives in fear of its readers—can it offer its advertisers a worthwhile audience? I remember well a business publication with which I was associated in my teen-age years. We who were on the editorial staff were given a so-called "editorial balance sheet." That editorial balance sheet called for the appearance in each issue of a stipulated number of editorial pages that would please each of a group of advertisers in that publication. It also laid out editorial areas that were verboten—"too hot." With the appearance of that editorial balance formula that publication's dismal future could be accurately forecast!

When a business publication concludes that it must promptly rise to the defense of its readers under any and all circumstances—then its future can also be accurately forecast.

Business men need criticism.

Business men will accept intelligent criticism—certainly my survival is eloquent testimonial to that contention.

To those business papers that are editorially courageous, my compliments. To those which conceive it to be their primary function to "rise to the defense," I say you are sowing the seeds of your own destruction. #

Tips for the Production Man . . .

Some Random Thoughts Before Going out to Build a Snow-Man

By Kenneth B. Butler

The title really has very little to do with this week's column. I'm not really going to wallow in that sloppy, chilly mess outside the window. But "miscellany" hardly seems an inspired heading, and the suggestion came from a venerable friend whose whims I sometimes try to pamper.

* * *

Why is it that the giant advertising industry, known on occasion to be capable of moving mountains or even of selling cold tablets, can not undertake a tidy little campaign to standardize on pica measurements?

It does not seem even reasonably intelligent to me for a publication to list its column width in SRDS as 2 3/16" when even the magazine's own printer will put the column together on the basis of 13½ picas.

If we really are sincere in wanting to keep production costs to a minimum, why should we be wasting the talents of highly skilled and highly paid men on an arithmetical computation (from picas to inches) which ultimately must be recomputed to its original form in the printing plant?

If the people who have been trying to make it rough on the advertising industry knew about this little gem, they'd really have a field day!

* * *

I can think of no design area in the direct mail field which has been so pitifully neglected as the address side of the reply card.

The area in question is, in fact, usually so abominable in appearance that until recently I had assumed it was the post-office department which decreed that pleasing design harmony was to be avoided under penalty of law.

Not so! Regulations governing design of the address side are, considering the source, quite unconfining, and the full guilt must be borne by the advertising and printing firms which have failed to realize that a sloppy reply card can seriously detract from the image built up in the accompanying literature.

* * *

I have often wondered why a typeface so potentially useful as Microgramma was produced without a lower-case, so that its use had to be limited to those situations calling for all-caps.

Whatever the reason, there's now good news from Torino, Italy, where Aldo Novarese, Nebiolo's design ace, has come up with a strikingly handsome pair of lower-case alphabets to accompany the Extended and Bold Extended versions of the face.

Microgramma
EXTENDED UPPER AND LOWER CASE

Microgramma
BOLD EXTENDED UPPER AND LOWER CASE

The forthcoming lower-case for Microgramma Extended and Microgramma Bold Extended, reproduced from the specimen book of the Graphic Arts Inc., New York.

The two lower-case fonts will be available in America early in 1962 through Amsterdam-Continental, 276 Park Avenue South, New York 10, N.Y.

* * *

Why must the gummed seals used on direct mail pieces be so monotonously unlovely?

What is so sacred about the circle . . . and red? Why not some interesting new shapes and colors?

A gummed seal die-cut in the shape of the company's corporate symbol or trade mark could do some effective merchandising. Or, if your company's product is distinctive in shape, this outline could be employed.

And I'm certain that the seals must be manufactured in colors other than red . . . but how long has it been since *you* have seen a blue or green or yellow seal? #

What They Were Saying 25 Years Ago . . .

Bruce Barton, chairman of the board of BBDO, speaking at the National Baking Industry Exposition (AA, Oct. 5, 1936):

"Hitch your advertising to great elemental desires and play to the masses. Health, good looks, social success, money, the appeal to the opposite sex, success, leisure, independence—these are what Adam and Eve wanted. They are what the present-day Adam and Eve want."

Harold W. Donahue, sales manager of Lawson & Jones, London, Ont., advised the Direct Mail Advertising Assn. (AA, Oct. 12, 1936):

"If your first letter doesn't elicit some reaction, quit." #

Salesense in Advertising . . .

Aim at Logical Prospects

By James D. Woolf
Advertising Consultant

What a gratifying thing it would be if ALL advertisements of commonly used products were seen and perused and pondered over by ALL of the readers of the publications in which they run! But no advertiser gets it, or even comes close to it—and no advertiser ever will.

James D. Woolf

Only a relatively small percentage of the people who thumb through the pages of a publication pay close attention to the advertisements. Whether the "read most" percentage is as low as five or as high as 25, the failure to score 100 is the inevitable result of a combination of conditions and circumstances that defy the skills of our most talented copywriters.

Here are a few of the difficulties:

1. The product is an unwanted item; it fills no need, solves no consumer problem. Hence the reader is indifferent.

2. The reader is totally out of the market for the product. He has just bought, let's say, a brand-new automatic washer with the idea that it will serve him well for a number of years. Hence he is not likely to pay much attention to the advertising of automatic washers.

3. The reader is already a regular, long-time user of the advertised product; hence the advertising of that product will possibly be fleetingly noticed by him—and that's all.

4. When he is a completely illogical prospect for a given product, he is likely to rate almost zero as a prospective reader. Is the man who lives in a hotel or city apartment, and who expects to stay there for years to come, a probable reader of advertising of lawn mowers and garden tools? Is the man who doesn't own a dog, and has no intention of acquiring one, likely to read dog food ads? Will the reader who enjoys flawless feet have his interest captured by the ads for corns and bunions? Will the ardent prohibitionist pay much attention to the ads of whisky, gin and beer?

5. When the product is a luxury far beyond the reader's means, his attention will be, at best, one of idle curiosity. For example, a yacht, or a Rolls-Royce, or a trip to Europe, or investment securities.

6. When the product, no matter how indispensable it may be, is neither very newsworthy, nor the answer to a consumer brand problem of much consequence, high readership is improbable. For example, salt, sugar, lead pencils, matches, ad infinitum. Attractive advertising has been written for such minor staples, but I don't believe the "read most" scores have been consistently high.

7. When the product is thoroughly familiar to the reader, he already knows, or thinks he knows, everything that can possibly be said about it; for example, Coca-Cola, Wrigley's chewing gum, and similar well-known items. And possibly such long-established and universally popular products as Kellogg's corn flakes and Aunt Jemima pancake flour.

8. When the product's advertisements appear simultaneously in several publications with circulations that duplicate to a considerable extent, readership ratings are likely to be relatively low. The reader who has read a given advertisement in Magazine A is unlikely to repeat his performance in Magazines B, C and D.

9. When the promised benefit is so trifling and unimportant it has little or no consumer appeal.

▪ There you have eight of perhaps a dozen reasons why no advertisement ever run was noted and read by ALL the readers of a publication's pages.

Low readership ratings make some advertisers very unhappy, and because of it, more than one agency has been fired. Low ratings are also a reason for much of the zany advertising we see today.

The other day an adman paraphrased one of Lincoln's most memorable observations as follows: "You can sell some of the people all of the time, all the people some of the time, but not all of the people all the time." My notion is that it should go this way: "You can sell *some* of the people *some* of the time, but not all of the people at any time." We are not concerned with indiscriminate crowds; we are concerned with prospects.

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

A SPECTACULAR NEW MASS-MARKETING MEDIUM HAS GONE TO WORK FOR AMERICA'S ADVERTISERS. HERE IS AN INVITATION TO ADVERTISERS AND AGENCY MEN* TO KEEP IN CONSTANT TOUCH WITH THE NEWS AND DEVELOPMENTS IN THE EXPLODING FIELD OF NEWSPAPER COLOR PREPRINTS

December will see the first issue of *The Preprint Newsletter*, a monthly bulletin of news and information about what's happening, both here and abroad, in advertising's exciting new mass-marketing medium—Newspaper Color Preprints.

It's only three years since the first Preprint (designed by Young & Rubicam Inc. and known as "Hi-Fi Color") jumped out of the black-and-white pages of a New York newspaper, in all the glory of a full-color magazine advertisement.

Preprints are making news every day. New advertisers are trying them. New merchandising ideas are exploiting them in the stores. New production techniques, readership reports, advertiser case histories—every angle of this new medium that America's advertisers and their agencies will want to be watching in 1962, will be covered in this monthly newsletter. And each month's letter will include a city-by-city, product-by-product, Media Records Inc. report of current Preprint linage.

This monthly newsletter will be published and distributed, as an industry service, by PREPRINT CORPORATION, the company formed to guide the development of this new medium, and to service advertisers and agencies in using it most effectively.

Advertiser and agency executives, as well as newspaper executives and their national representatives, are invited to write on their business letterheads, to insure their inclusion on *The Preprint Newsletter's* mailing list. Please contact Mr. Bruce Logan, Vice-President.

**Newspaper men, too, of course.*

PREPRINT CORPORATION

305 EAST 46th STREET
NEW YORK 17, NEW YORK • PLAZA 1-2056

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Agencies Misunderstand Cut-Rate Subscriptions

To the Editor: ADVERTISING AGE's round-up on magazine subscription rates (AA, Oct. 9) reveals a widespread misunderstanding on the part of agency media men. A good number of them accept without question the myth that a high proportion of reduced price, introductory offer subscriptions is evidence of low reader acceptance.

This myth seems to be made up of three major misgivings: That reduced rates indicate a magazine is hard to sell; that the reduction in rate is a cost that will have to be borne by the advertisers; and that people who pay less are less likely to read the magazine thoroughly.

None of these misgivings has any foundation in fact. The truth is that a high proportion of reduced price subscriptions is a sign of vitality in a magazine, since these subscriptions are almost exclusively sold by direct mail—a soft-sell method compared with other means of finding new subscribers, and one with a high renewal rate. Furthermore, in the long run, direct mail is less costly to the publisher than is door-to-door selling, the only other major subscription selling method . . .

The door-to-door man, except in rare instances, sells at full price and usually pushes the long-term subscription, in order to build up his commission. Virtually all subscriptions offered by mail, however, are at reduced prices, long known to be the best selling device in direct mail.

Since the ABC, which restricts the savings publishers can offer the consumer to half the established price, makes no limit on what he can pay for field-sold circulation, it is not unusual for commission costs to run to over 75% of the subscription price. The publisher gets less real income from circulation sold door-to-door than he does from circulation originally obtained by mail.

Thus a high rate of reduced price introductory subscriptions sold by direct mail is generally a sign of health in a magazine, while conversely a low rate can be a sign of ill health. When *Coronet* announced recently that it was suspending publication, one reason given was too great a reliance on reduced price subscriptions. The figures given in the latest ABC report tell a different story, however: Only 50.1% of *Coronet's* subscriptions were at reduced rates, while *Reader's Digest*, widely acknowledged to be one of the healthiest magazines, sells 98.5% of its subscriptions at reduced prices.

The same story can be told of several other magazines that have died in recent years. *Collier's* sold only 42.9% of its subscriptions by direct mail, while the same figures for *Woman's Home Companion* and *American Magazine* were both 38%. All three sold some 60% of their circulation through salesmen.

Perhaps a greater dependence on direct mail and reduced prices could have saved these magazines!

Randall P. McIntyre,
President, O. E. McIntyre Inc., New York.

• • •

Court Underscored Need for Truth in Advertising

To the Editor: In your report on the Chesterfield case (AA, Nov. 6) you quoted the third circuit court of appeals opinion as stating:

"And when a person makes to another a statement of fact which he does not know to be true, intending that the other shall act in reliance on the truth of that statement, he is liable for negligent misrepresentation."

Is it not a sad commentary on the standards of the advertising trade that it required a court to tell members of the trade this simple, self-evident truth? Does it not point out the urgent need for the establishment of enforceable minimal standards of conduct under which, at the very least, advertising trades men should be held accountable for the truth of what they say?

W. C. Chambliss,
Director of Communications, Space Technology Laboratories, Los Angeles.

• • •

Report of Langworthy's Resigning Greatly Exaggerated

To the Editor: In your Nov. 20 issue printing the story of Daisy Mfg. Co.'s search for a new agency, I learned, to my great dismay and utter astonishment, that I had been suddenly "retired" from the advertising agency business!

This, of course, is big news to me as I expect to be active in this wonderful profession for many more years.

I can see that the following statement made by John R. Powers Jr., Daisy vp in charge of advertising, created this misunderstanding. Mr. Powers said Daisy was looking for a new agency, "because Norval Langworthy, who has been account executive on Daisy for these 25 years, is retiring."

What Mr. Powers should have said was that I was "retiring" from the Daisy account only.

The decision to end the long and wonderful business relationship between myself and Daisy had been mutually agreed to by Cass S. Hough, president, and Robert O. Wesley, exec vp, and myself early this fall, for personal reasons.

Thanks for publishing this letter so my advertising friends will know I am continuing to handle my other accounts.

Norval B. Langworthy,
Vice-President, L. W. Ramsey Co., Chicago.

• • •

Foundation for a Pun

To the Editor: The enclosed ad appeared in the November issue of *Glamour*.

Perhaps the creators don't realize that very few women enjoy a bra or girdle that is "Too-Loose!"

James R. Roth Jr.,
Account Executive, Delehanty, Kurnit & Geller, New York.

• • •

Shelter Ads Banned by 'New Yorker,' 'Saturday Review'

To the Editor: May I compliment you on the comprehensive treatment of shelter advertising contained in the Nov. 20 issue of ADVERTISING AGE—some 12 columns of it.

However, I would be less than candid if I did not write to tell you that we at the *Saturday Review* are deeply disappointed that, in such an extensive use of space for an important matter, you did not find room for a single sentence to refer to the fact that both the *Saturday Review* and *The New Yorker*—functioning independently, of course—had made public a policy not to accept fallout shelter advertising . . .

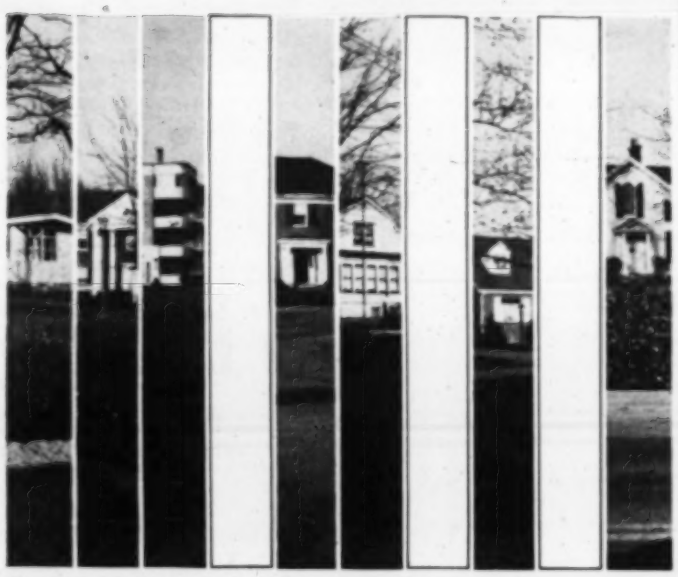
Until the whole subject of fallout shelters is clarified and until better standards for their performance are available, a certain amount of caution would seem to

Insurance Company Goes Out on a Limb

To the Editor: We went out on a limb and told our client, Pacific Mutual, "Nobody else would ever show a tree house in an insurance ad." So we did—*Sports Illustrated*, Sept. 18. So Bankers Life did—*Sports Illustrated*, Oct. 30!

Don Fawcett, copywriter,
Don Kapp, art director,
Hixson & Jorgensen, Los Angeles.

Be a GUEST with US . . . in Cincinnati Homes



7 out of 10
read the Cincinnati POST Times-Star

The Post and Times-Star arrives by invitation in mansions and cottages throughout Greater Cincinnati. With it your sales appeal is welcome, too, for advertising today is an important newspaper feature. In a market recognized for unusual purchasing power, such entree and coverage provided by a single newspaper is true selling economy. Only this paper spends the evening with almost 1,000,000 people, in 7 out of every 10 homes. There's a bargain! Buy it!

★ Largest Circulation of any Cincinnati Daily

★ Greatest Coverage of Highest Income Groups, as of *all* Groups.

★ 43% Read No Other Daily

★ One of the nation's lowest Milline rates

★ The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers

—that OTT in Eugene-Springfield, Roseburg and Coos Bay city areas has retail sales equal to 26% of the retail sales in Portland, Oregon. Here are the figures from Sales Management 1961

	Retail Sales	SM-Quality Index
Portland, Oregon	$784,534,000	128
Eugene-Springfield	$141,623,000	122
Roseburg	$ 30,263,000	136
Coos Bay-North Bend	$ 39,461,000	143

Over 110,000 TV homes depend on us for clear local television.
Why not talk to your HOLLINGBERY man or ART MOORE & ASSOCIATES (Portland-Seattle). One order, one billing.

Oregon Triangle Television
KPIC-TV Ch. 4 ROSEBURG Affiliate
KVAL-TV Ch. 13 EUGENE
KCBY-TV Ch. 11 COOS BAY Affiliate
CABLE 8 Coos Bay Affiliate

be desirable to protect the good name of advertising.

J. R. Cominsky,
Publisher, *Saturday Review*, New York.

• • •

Ad Mat for Dress Gets Double Exposure

To the Editor: Surely the attached could have been avoided! I don't mean to belabor a situation that has undoubtedly already caused the *Corpus Christi Caller-Times* no small embarrassment. I was surprised, shocked, then amused to see this fine newspaper's monumental goof.

I can hear the ad manager of

Jennifer of Dallas now: "Our 'picture perfect' mat got a *double exposure* last Friday, boss . . ."

It would have really been interesting if they had flopped the mat in the ad on the left. Then they would have had two well dressed young matrons staring at identical outfits. Business should be good for Jennifer of Dallas.

Michael B. O'Neill,
Manager, Aylin Advertising Agency, Harlingen, Tex.

• • •

Friends Recall Erickson as Being Kind and Good

To the Editor: Congratulations to you on Jack McCarthy's piece about our dear Eric (A. W. Erickson) in your Nov. 27 issue. Eric may be over-shadowed by his expensive Rembrandt, but what his friends will always remember him for is his humanity and sturdy uprightness. Incidentally, McCarthy himself is quite a guy, in my book. I have never known him to write anything which was not accurate, carefully thought-out, kind, and thoroughly good.

Kenneth Groesbeck,
New York.

•

To the Editor: Your reproduction of Rembrandt's "Aristotle Contemplating the Bust of Homer" (AA, Nov. 27) is a reminder that an old master can win fame despite a blunder that would condemn any contemporary artist.

We all know that Aristotle, who lived three centuries before Christ, did not dress in the style worn by 17th century Dutchmen, as depicted by Rembrandt.

Suppose a modern artist painted "Washington Contemplating the Bust of Shakespeare"—with our first President wearing a 3-button Ivy League suit and a narrow-brimmed Alpine hat! Can you imagine the ridicule he'd receive? But maybe it wouldn't matter much in 2262 A.D. either.

Allen Glasser,
Production Manager, Cantor Publications, New York.

• • •

He Feels Gratitude for Criticism of Advertising

To the Editor: In the "Voice of the Advertiser" column and from time to time on the editorial pages of your magazine, advertising's critics are given a caustic reprimand and are told straight out just how ethical and moral we all are. All this is to the good.

I, too, like your editors and correspondents, have been brought to task for my participation (willing and, relatively, well-paid) in the business of persuading consumers to buy. Interestingly enough, however, my reaction to this criticism is gratitude rather than distaste or rebuke.

In the first place, I feel no deep need for self-justification and in the second I am quite proud to belong to the one group (outside of welfare chiselers and the "comsymps") that is controversial enough to overcome the apathy of my countrymen in a time of national peril.

Who knows, if enough people hound Rosser Reeves and the sledge-hammer sell, maybe we can do something about the Bomb.

Denis Lamb,
Partner, Outdoor Presentations, New York.

• • •

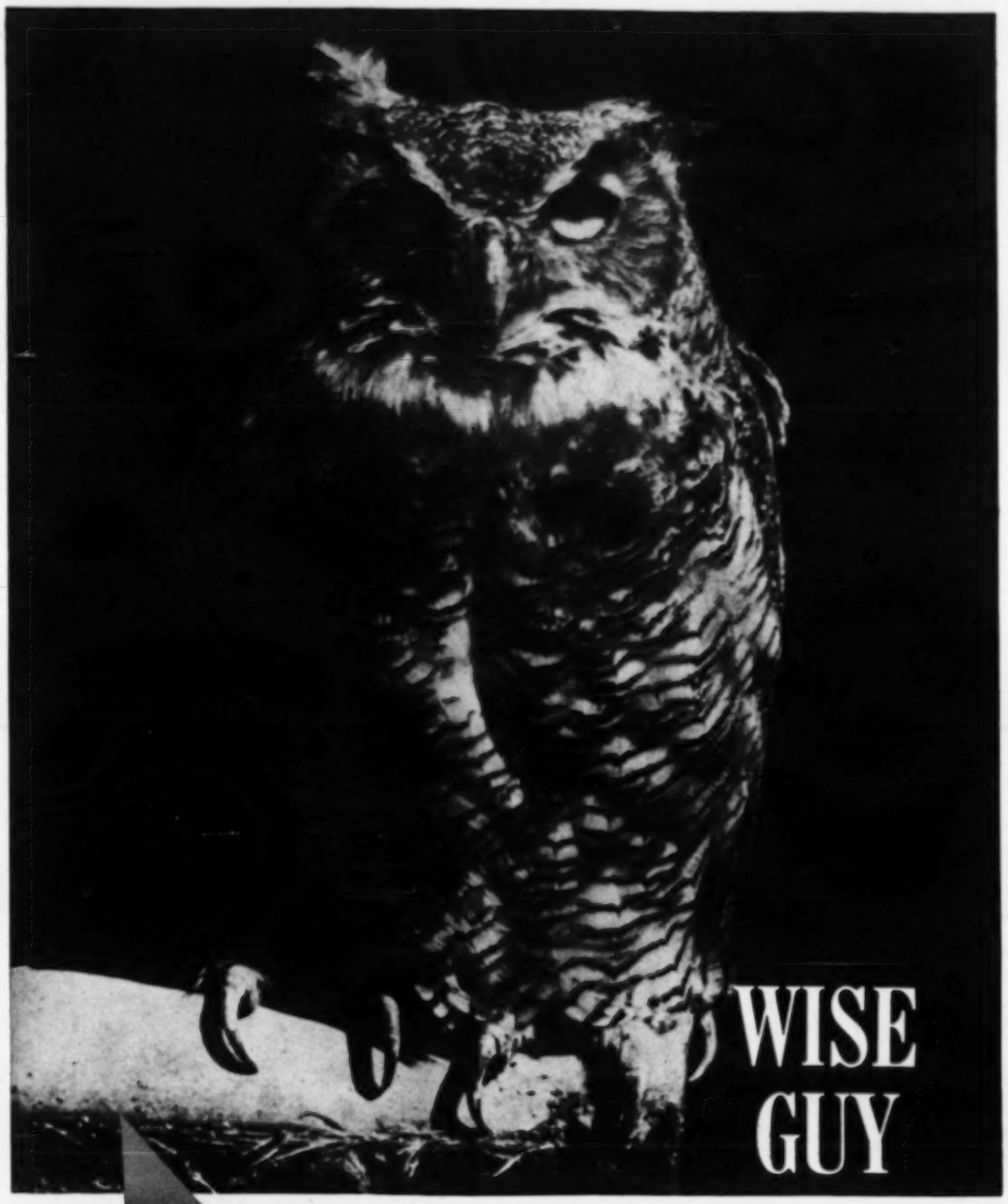
Feels 'Creativity' Misused in Application to Advertising

To the Editor: Isn't it about time we blew the whistle on the careless use of the word "creativity" around advertising circles? Some agency people speak of their creativity in such cult-like fashion one would think their commercial messages—written and visual—were touched by the hand of God.

Let's not confuse creativity with "originality, imagination, and daring" as it applies to advertising. The infusion of these elements gives advertising new form and meaning in communicating ideas. Let's reserve "creativity" for that special province where artists' works inspire awe and majesty and enrich the lives of men.

Jack Daniels,
WABC-TV, New York.

GIMMICK MAILINGS
Exotic, unusual mailings of all types to tie-in with your special promotions.
Free 24-page Catalog
ORCHAWAII
ORCHIDS OF HAWAII, INC.
305 7th Ave., N. Y. 1, N. Y. • OR 5-6500
Branches
• 469 E. Ohio St., Chicago 11, Ill. • Tel.: 467-5765
• 24333 Narbonne Av., Lomita (L.A.), Cal. • DA 5-0381



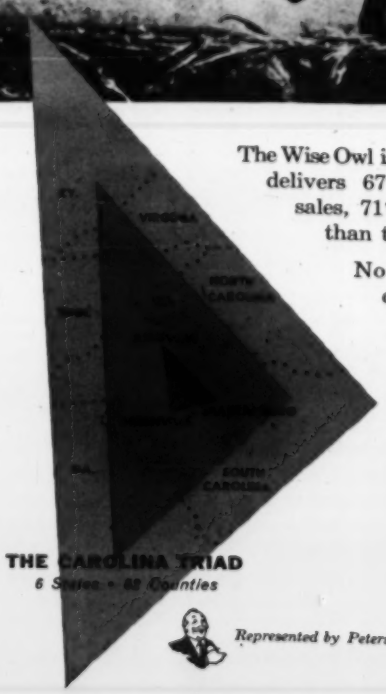
The Wise Owl is the one who considers the fact that WLOS-TV delivers 67% more food sales, 41% more automotive sales, 71% more gasoline sales, 74% more drug sales than the second station.*

No matter what the target . . . WLOS-TV is dominant. *Sales Management Survey of Buying Power, May 10, 1961—ARB Total Net Weekly Circulation

Dominant in The Carolina Triad

WLOS-TV abc

A Wometco Enterprises Inc. Station Serving
GREENVILLE — ASHEVILLE — SPARTANBURG



Represented by Peters, Griffin, Woodward, Inc. • Southeastern Representative: James S. Ayers Co.

WOMETCO ENTERPRISES INC.

10 more big families for every dollar

ANOTHER PLUS FOR YOU IN CHICAGO'S TOP TWO FOR THE MONEY

The cost of reaching adults in Chicago's largest families (5 or more) depends on how you go about it. You reach 321 for a dollar in the Sun-Times/Daily News combination. 311 for a dollar in the next best combination. Difference: *10 more* big-shopping families for every single buck.

You could try to reach Chicago's big families with *one* newspaper. But even the *biggest* daily in town misses two-thirds of them.

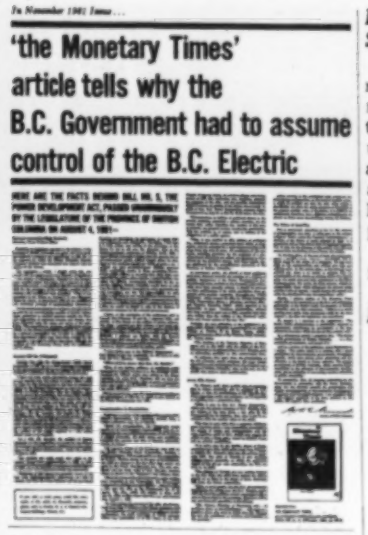
That's why it takes two newspapers to sell Chicago. And in every major buying category, the Top Two for the Money are the Sun-Times and the Daily News. Our man has the facts (compiled in consultation with A.R.F.). Ask for them.

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, Circle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.

ATLANTA
LOS ANGELES
SAN FRANCISCO
Sawyer-Ferguson-Walker Co.

TOP TWO FOR THE MONEY
CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

Copyright, 1961, Field Enterprises, Inc.


'the Monetary Times' article tells why the B.C. Government had to assume control of the B.C. Electric

DEFENSE—*This page ad appeared in five British Columbia dailies on Nov. 25 over the signature of W. A. C. Bennett, premier of British Columbia, to defend the province's expropriation of British Columbia Electric Co. last August. The premier reportedly paid $3,000 out of his own pocket to pay for the ad blitz.*

Marketing Offers Opportunities for Improvement: Crisp

NEW YORK, Dec. 5—The squeeze of rising costs and the pressure of competition have combined "to create a marketing environment which would seem to be largely beyond the control of the management team in any given company," says Richard D. Crisp in the preface to his new book, "Sales Planning and Control."

"It is the thesis of this book," says the author, "that in most companies there is an inviting opportunity to increase marketing effectiveness by applying improved tools, techniques and approaches to the marketing-management task.

"It is the objective of this book to outline an approach to sales planning and control which can help you exploit that opportunity and to achieve striking increases in the effectiveness of your firm's marketing efforts."

■ The book treats such subjects as "market index—a basic sales-control tool . . . how to find your sales soft spots . . . how today's chief marketing executive discharges his expanding responsibilities," and "specific steps you can take to increase marketing strength and reduce marketing costs."

Mr. Crisp is president of Richard D. Crisp Co., Burlingame, Cal., marketing management and research consultant. His 24-year career in marketing management has included serving such companies as General Mills, Campbell's Soup, General Electric and Monsanto Chemical Corp.

"Sales Planning and Control" (McGraw-Hill, 402 pp., $8.50) is Mr. Crisp's third entry in the publisher's series on marketing and advertising. #

Buck Names Muller, Jordan

Muller, Jordan & Herrick, New York, has been named to handle advertising for Buck Engineering Co., Freehold, N. J., manufacturer of electrical distribution apparatus and instruments for school laboratories and industrial arts shops.

Bredouw Joins ABC-TV

Jerome Bredouw, formerly director of special projects for 20th Century Fox Television, has joined ABC-TV, New York, in the new post of director of on-the-air promotion.

Dallas Market Center Sets $100,000 Budget for 1962

Dallas Market Center will spend more than $100,000 in 1962 to promote the home furnishings industry. Extensive advertising is scheduled in some 10 trade publications, and a dozen direct mail campaigns aimed at 25,000 retailers in the Dallas market area will be employed.

Sam Bloom Advertising, Dallas, is the agency.

Hickory Mfg. Co. to Siesel

Hickory Mfg. Co., Hickory, N. C., furniture manufacturer, has appointed Harold J. Siesel Co., New York, to handle advertising and publicity. Billings are estimated at $50,000. Bennett Advertising is the previous agency of record.

Creed Named Treasurer

Foster & Creed, Boston, has appointed William A. Creed, president of the company, treasurer as well and has named George B. Cookman an account executive. Mr. Cookman was formerly an account executive of WSRO, Marlboro, Mass.

Spray-Bilt Names Mills

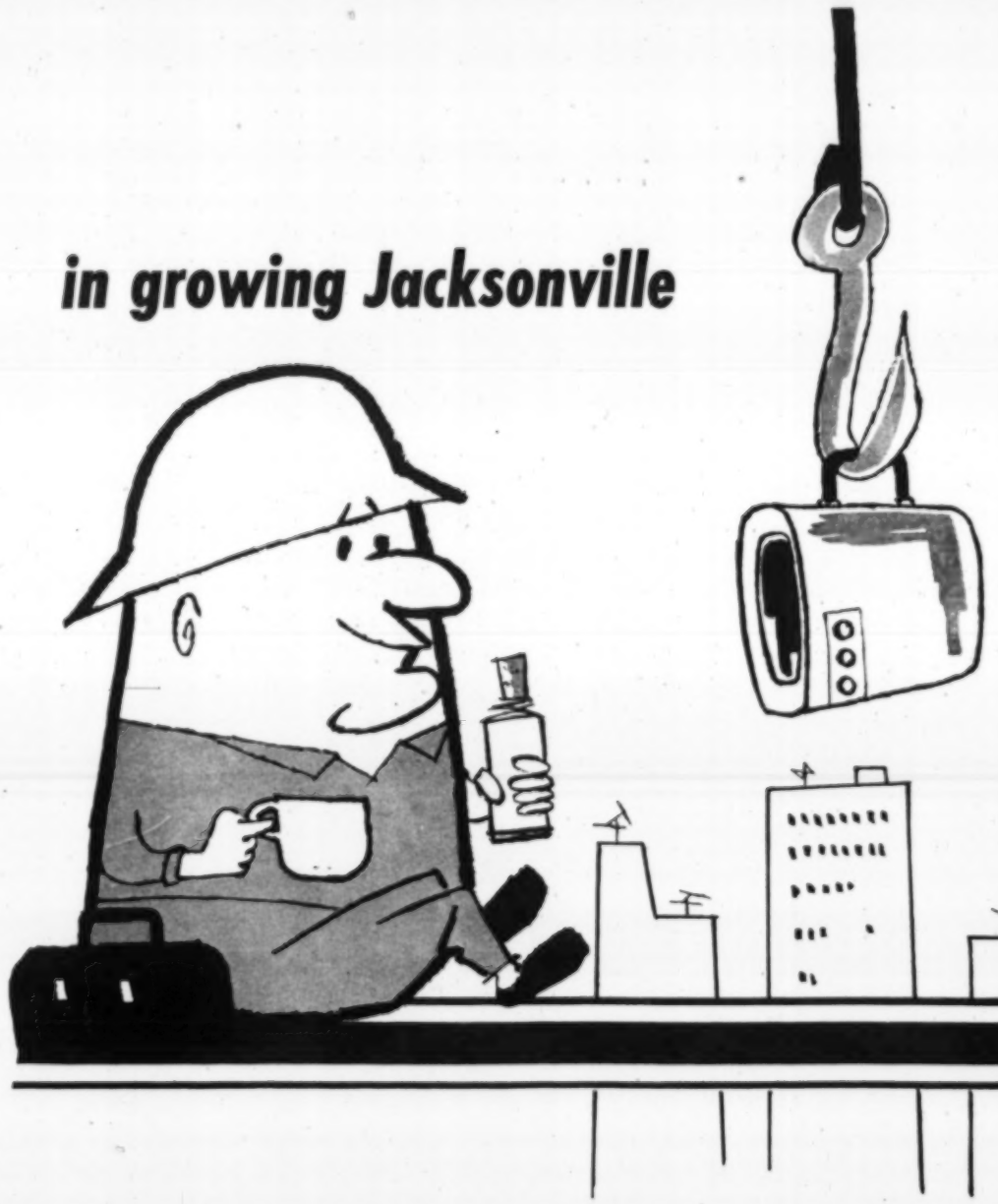
Spray-Bilt Inc., Hialeah, Fla., manufacturer of the Spray-Bilt gun, which applies fiber glass, polyurethane foam and glasphalt to any surface or mold, has named Mills & Co., Hollywood, Fla., as its agency.

Royal Electric Boosts Langlois

Norman D. Langlois has been named director of advertising and public relations of Royal Electric Corp., Pawtucket, R.I. He formerly was assistant advertising manager of Royal.

CHOICE AGENCY SPACE
Entire Floor 7000 Sq. Ft.
18 Private Offices
Available Spring 1962
Carbide & Carbon Bldg.
230 No. Michigan Avenue
Chicago 1, Ill.
Other Units From 500 Sq. Ft.
Bell & Hefter, Inc.
Call ANdover 3-5555

in growing Jacksonville



WFGA-TV IS THE STATION TO WATCH

REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

Month in and month out, TV viewers* in metropolitan Jacksonville are making WFGA-TV the station for advertisers to watch.

WFGA-TV delivers the $2,000,000,000 North Florida-South Georgia market at your lowest cost-per-thousand. Consult your PGW Colonel for full details.

*ARB March-June 1961

abc WFGA-TV NBC
JACKSONVILLE

WOMETCO ENTERPRISES INC.

YOUR PHOTO-ENGRAVER SHOULD HAVE

Enough four color test presses to wet proof every set of your process engravings to publishers' specifications. Are you sure he does ?

H&M

HUTCHINGS & MELVILLE, Inc.

custom photoengravers

4043 N. Ravenswood Avenue

Chicago 13

Member of Photoengravers Research, Inc.

Canada Has No Animus Against Direct Mail —Loves It, in Fact, Hamilton Tells Delegation

OTTAWA, Dec. 5—U. S. direct mail people will be able to do business in a favorable Canadian climate and with a minimum of restriction, according to William Hamilton, Postmaster General of Canada.

Mr. Hamilton last week assured a group of Direct Mail Advertising Assn. representatives, headed by their president Robert DeLay, and Angelo Venezian, of McGraw-Hill Publishing Co., that:

- No new restrictions or regulations on advertising mail or its distribution are now contemplated by the government.
- No postal rate changes are planned.
- There will be no effort to restrict size, shape or color of the "package" in the mail.

■ Mr. Hamilton also reassured the U. S. group on the subject of large mailers who have big inventories of reply envelopes. In August, mailers were told that reply envelopes and reply cards containing an indice permit for use in Canada would have to be manufactured in Canada. The Canadian Post Office indicated that mailers would have until this Dec. 31 to use up previously printed materials.

Last week, however, Mr. Hamilton said "hardship" cases would be treated individually, and that, upon application to Canadian postal officials, and with substantiation, mailers might be permitted an extension on stockpiled envelopes.

■ Mr. Hamilton told the group that Canada makes a profit on first class mail (all of which, up to 8 oz., is now moved by air), that it breaks even on third class, and that it is willing to have a second class deficit because of the educational and informational character of this class mail.

"You are our customers," Mr. Hamilton told the group. "We do not intend to forget it. We are not going to tell you how to run your business. When you are faced with a business problem that concerns the mails in Canada, we will bend over backwards to help you. We will not impose restrictions without first having a complete discussion with mailers and their official representatives."

In addition to Mr. DeLay and Mr. Venezian, the U. S. group included T. V. Bihler, of the *Journal of Commerce;* Henry Hoke, publisher of the *Reporter of Direct Mail Advertising;* Vic Baker, of Howard Smith Paper Mills, Montreal; Vic Perry of Might Directories, Toronto; and John Jelinek, of O. E. McIntyre, Montreal. #

FCC Rejects Plans to Assign Northern California Channel

The Federal Communications Commission has rejected proposals for a fifth commercial tv station in San Francisco or a fourth in Sacramento. The commission said either city could support the additional service. But so can most other cities.

In refusing the assignment, FCC said it prefers to retain the available channel, Channel 12, for use elsewhere in unserved areas of northern California as the occasion arises. Meanwhile, FCC turned down a proposal that Channel 12 be assigned to Santa Rosa, a rapidly growing northern California community that currently has no tv. It noted that several existing stations in Reno and other cities would have to be moved if the proposal were granted, and pointed out that the idea originates with Stockton and San Francisco broadcasters who are chiefly interested in keeping Channel 12 competition out of their markets. FCC noted it has had no applications for actual operation of a station in Santa Rosa.

Donnelley Issues Directory

Reuben H. Donnelley Corp., Chicago, has published its sixth annual edition of "The Calumet Area Street Address Directory," listing more than 106,000 families and businesses in 13 Illinois and Indiana communities neighboring Chicago. The directory, which lists names and telephone numbers in order of street addresses, will carry no advertising and will be leased to users on an annual basis.

Baker Adds Account

Herbert Baker Advertising, Chicago, has been named to handle advertising for the newly-formed Chicagoland Checker Dealers Assn., composed of Checker auto dealers from the Chicago area.

PRESSURE-SENSITIVE KLEEN-STIK TAPES

Kleen-Stik makes "child's play" out of display posting. Dealers, salesmen, delivery men—*anyone* can do it in a jiffy! This modern self-sticking tape comes *already attached* to sign or streamer, so there's no searching for mounting materials—simply peel the disposable backing strip and press the display in place on wall, window, shelf, or other spot. On your next display job, specify genuine Kleen-Stik pressure-sensitive tape.

- **Sticks tight** without moistening, on any smooth surface
- **Neat, clean,** invisible — won't peel or pucker
- **Available** through your regular printing sources

FREE — idea-packed booklet "101 Stik-Triks." Write for your copy today.

PAPERS · FOILS · FILMS · TAPES

KLEEN-STIK PRODUCTS, INC.
7300 WEST WILSON AVENUE • CHICAGO 31, ILLINOIS

PLANTS IN CHICAGO, LOS ANGELES, NEWARK, and TORONTO, CANADA

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP

buy all of asia or either of two regional editions

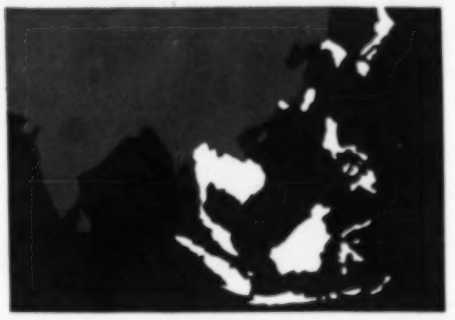
(or buy the full edition and get a free split-run)*

1

This is the market of the SOUTH ASIA EDITION (circulation: 330,000)

The market includes India, Ceylon, Burma, East and West Pakistan... a market where many billion dollars worth of goods and services are imported each year... a market where average personal income has shot up in the past decade (example: Burma up 400%). The ASIA Magazine's South Asia Edition blankets the area with 330,000 copies every week. And what do South Asia's educated, high-income business and government leaders think of this new weekend magazine distributed with the leading English-language newspapers? They're for it. This is *their* magazine. The first Intra-Asian magazine written exclusively to their interests. Item: first issue of October 1st was in such demand that in Burma The Sunday Guardian was being sold at four times its usual price. No more. We're now printing more copies for an increased Guardian circulation. It's no wonder that throughout all of Asia, The ASIA Magazine is delivering a 13% bonus to advertisers—over 730,000 copies in all—a bonus greater than the *total* circulation of the next leading magazine in the area. Buy the whole of Asia for $4100 a black-and-white page. Buy the South Asia Edition for only $1800. Know of a better buy?

2



This is the market of the FAR EAST EDITION (circulation: 400,000)

It's a big market that includes Hong Kong, Singapore, Malaya, Thailand, South Korea, South Vietnam on the continent; and the islands of Japan, Okinawa, Taiwan, the Philippines and Indonesia – one of the fastest-growing markets of the world. The ASIA Magazine is delivered to more than 400,000 responsive, able-to-buy Asian families in this area each week. Here, at last, is an audience that begins to be big enough to make *marketing sense*. And it's an audience that's responding to The ASIA Magazine's editorial format. Example: The Okinawa Morning Star Sunday edition is inserted *inside* The ASIA Magazine. Have you ever seen a magazine wrapped around a U.S. Sunday newspaper? The excitement that has been generated by The ASIA Magazine is understandable. All other international magazines circulating in Free Asia have been imported. The ASIA Magazine is an Asian magazine written *exclusively* for educated, intelligent Asians. Its fast-paced editorial pages, many in brilliant color, reflect a growing awareness of Asians for each other... an awareness of Asia's importance in the world today. In The ASIA Magazine you can reach this market for a cost-per-thousand far under any other magazine. The Far East Edition costs only $2700 a black-and-white page. No plates necessary. No charge for color separations. No charge for bleed. Can you beat it?

A weekend magazine supplement of

The Guardian of Burma
The Bangkok Post
The Times of Ceylon
The Hong Kong Tiger Standard
The Times of India
The Japan Times
The Korean Republic

The China Post
The Straits Times
The Morning Star of Okinawa
The Djakarta Daily Mail
The Pakistan Times
The Morning News of Pakistan
The Manila Times
The Times of Vietnam

Offices in Hong Kong, Tokyo, Osaka, London, Frankfurt, New York and Chicago.

theasiamagazine

**effective January 7th issue*

Butter Cookie Push Launched

For the second year, the American Dairy Assn., Chicago, and other leading food advertisers will cooperate in another Holiday Butter Cookies promotion. Other products to be featured in the promotion are Pillsbury's Best flour, Saran Wrap and Sun Maid raisins. A 24-page, four-color butter cookie recipe booklet, "Party Best Butter Cookies," will be packed in 8,000,000 Pillsbury's Best flour sacks. Ads for the promotion will appear in December issues of *Better Homes & Gardens* and *Good Housekeeping* and *Woman's Day*. Ads also appeared in the Nov. 26 issues of *Family Weekly*, *Parade*, *This Week Magazine* and independent Sunday supplements.

Ayres Compton Adds Account

Ayres Compton Associates, Dallas, has been named to handle advertising and public relations for 25 One Hour Martinizing dry cleaning locations in Dallas.

Spanish-Language Theaters in N. Y. to Run Advertising

NEW YORK, Dec. 5—Cine Revista introduced its movie theater commercial concept in Spanish-language theaters here, with a number of advertisers signed to date. The movie program advertising method has been used in Mexico, Cuba and Puerto Rico for several years.

Advertisers and agencies who have placed orders with Cine Revista, a motion picture advertising company, are Colgate-Palmolive Co., for Fab and Palmolive soap (Ted Bates) and Ajax (Norman, Craig & Kummel); Shulton, for Friendship Garden and Old Spice toiletries (Wesley Associates); Vick Chemical Co., division of Richardson-Merrell, for Formula 44 cough syrup (Morse International); Goya Products, for Goya olive oil and canned foods (Inter-America Advertising); and India Brewery, for Malta India beverage (direct).

■ Cine Revista produces commercials in Spanish and integrates them into programs which average 10 minutes in length for the entertainment portion. These shorts deal with a variety of topics, including science, fashion, sports, travel and humor.

Programs are filmed in black and white, but commercials are produced in color. Each show carries a maximum of four commercials which average 45 seconds in length. Commercials are separated by entertainment segments.

Advertisers pay $1,000 for one run, guaranteeing them a one-week run in each of 25 theaters. Commercials get at least 20 showings per week per theater. The $1,000 rate applies for schedules of one to 13 runs per year, with discounts offered for heavier schedules.

■ Getting its U.S. start in the New York area, Cine Revista has signed 31 theaters to date to carry its shows—three in New Jersey and the remainder in New York state. The same film is run in four theaters simultaneously and then rotated to another four theaters the second week, until it has appeared in at least 25 theaters.

Cine Revista has facilities in Puerto Rico for the production of its shows and commercials. For an ad, averaging 45 seconds in length, an advertiser is charged $850 to $1,200 for filming and editing, with an extra charge for talent. Advertisers, on the other hand, may furnish the company with ready-made commercials to be dubbed in Spanish and integrated into the shows at the Puerto Rican production center.

President of Cine Revista is Mariano Guastella, who headed his own advertising agency in Cuba for 25 years until he left the country in February, 1960. At that time, he moved to Spain where he started another agency of the same name, Publicidad Guastella, in which he still retains a financial interest. #

NEW FOR 62
BACON'S PUBLICITY CHECKER

Now listing both . . . . **MAGAZINES**
Over 3700 Business, Farm and Consumer magazines. 99 market groups. Coded to show kind of publicity used by each magazine.

. . . . . *and* **NEWSPAPERS**
Over 600 dailies in U.S. and Canadian Industrial and market areas. Gives all vital data, including business editor's name. Also lists syndicated business columnists in U.S. and Canada.

Lists every contact you need for the complete publicity and PR job

Every magazine and newspaper you need. 424 pp. . . . 6¾" x 9¼" . . . spiral bound to lay flat while using . . . permanent cover.

Quarterly Revisions
Revision sheets sent to users in Jan., April, July, 1962. Your Checker always up-to-the minute. Order copies you need today!

FULL PRICE WITH REVISIONS $25.00
SENT ON APPROVAL

BACON'S CLIPS MAGAZINES AND NEWSPAPERS
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd. Chicago 4, Illinois
WAbash 2-8419

HOLIDAY WRAP—*Bayuk Cigars, Philadelphia, will use two-color half pages like this in December in Life, Look, Parade and Sunday for its holiday-wrapped boxes of Phillies. A smaller version of the ad will run in newspapers. Wermen & Schorr is the agency.*

FCC Okays McLendon WBNY Buy, WYSL Sale

The Federal Communications Commission has approved purchase of WBNY, Buffalo, by the McLendon Corp. for $650,000. Completion of the transaction hinges on the sale of WYSL, Amherst, N. Y., to Dynamic Broadcasting Co., New York, a transaction which also has received FCC approval. In approving the McLendon deals, FCC said it still has not resolved issues which are raised by McLendon Corp. interest in XTRA, Tiajuana, Mexico. The commission is considering whether the McLendon arrangement in XTRA results in a violation of regulations which limit broadcasters to a maximum of seven stations.

With the completion of the two transactions approved last week, the McLendon Corp. or its subsidiaries will have stations in Dallas, Houston, Louisville, San Antonio, Shreveport, Oakland and Buffalo. The Amherst station is to be sold for $230,000. In approving that sale FCC specified that McLendon must not retain any creditor interest.

Heritage Opens N. Y. Office

Heritage Representatives, Bellingham, Wash., a division of International Good Music, fm program syndicator and station representative, has opened a New York office at 45 W. 45th St. George Pamental, formerly an account executive with WOR, New York, is in charge of the new branch.

Network TV Gross Time Billings

1960 vs. 1961

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	September			January-September		
	1960	1961	% Change	1960	1961	% Change
ABC	$11,875,080	$15,258,660	+28.5	$112,721,410	$138,676,320	+23.0
CBS	21,103,437	22,587,077	+ 7.0	206,346,025	198,961,943	— 2.6
NBC	18,436,653	20,434,291	+10.8	177,287,011	201,032,781	+13.4
Total	$51,415,170	$58,280,028	+13.4	$494,354,446	$538,671,044	+ 9.0

MONTH BY MONTH—1961

	ABC	CBS	NBC	TOTAL
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,190	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,845,630	59,865,831
July	14,296,970	21,988,688	21,860,668	58,146,326
August	14,484,650	21,446,651	22,472,613	58,403,914
September	15,258,660	22,587,077	20,434,291	58,280,028

Parts of the Day

	September			January-September		
	1960	1961	% Change	1960	1961	% Change
Daytime	$16,097,865	$19,178,589	+19.1	$147,626,109	$176,527,518	+19.6
Mon.-Fri.	13,396,977	15,506,462	+15.7	122,957,425	149,032,064	+21.2
Sat.-Sun.	2,700,888	3,672,127	+36.0	24,668,684	27,495,454	+11.5
Nighttime	35,317,305	39,101,439	+10.7	346,728,337	362,143,526	+ 4.4
Total	$51,415,170	$58,280,028	+13.4	$494,354,446	$538,671,044	+ 9.0

'Progressive Farmer' Names Moon; Tuttle to Boise Papers

Progressive Farmer, Birmingham, Ala., has appointed James A. Moon merchandising manager, succeeding Elden Tuttle, who has been appointed advertising director of the Boise *Statesman* newspapers. Mr. Moon was formerly in the merchandising department.

if your product belongs in the $11.5 billion hospital market

NAMES YOU KNOW THAT HAVE BEEN IN THE ADVERTISING PAGES OF THE MODERN HOSPITAL CONTINUOUSLY FOR FROM 15 TO 49 YEARS

American Laundry Machinery	49	Simmons Co.	28
American Sterilizer	49	Celotex Corp.	28
Wilmot Castle	49	Linde Co.	26
General Electric (X-ray)	49	U.S. Industrial Chemicals	26
Ohio Chemical & Surgical Eqpt.	49	Abbott Laboratories	23
Troy Laundry Machinery	49	Parke, Davis & Co.	21
E. R. Squibb & Sons	46	Liquid Carbonic	19
American Cyanamid	46	Dixie Cup	18
Hobart Mfg. Co.	45	Eastman Kodak	18
Johnson & Johnson	43	National Cash Register	17
Procter & Gamble	43	Lily-Tulip Cup	15
Colgate-Palmolive	41	Minneapolis-Honeywell	15
American Hospital Supply	37	D. W. Onan & Sons	15
Eli Lilly & Co.	32		
Seamless Rubber	31		

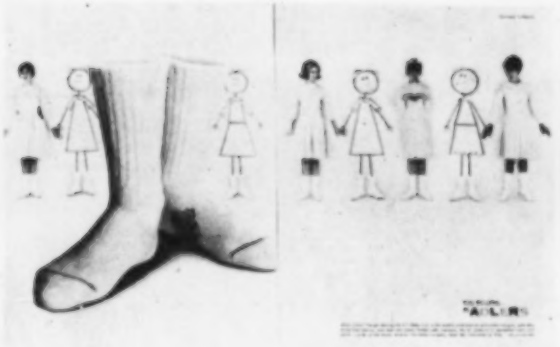
AND 70 OTHERS

THE MODERN HOSPITAL
1050 MERCHANDISE MART, CHICAGO 54, ILLINOIS

F. W. DODGE CORPORATION
A McGraw-Hill Company

Best Trade Periodical Ad (3 or more colors)
Agency: Fuller & Smith & Ross
Client: Ferro Corp., Cleveland
Designer: Fred Stickle
Artist: Pitt Studios
Copywriter: John Mitcheltree

Best 24-Sheet
Agency: McCann-Marschalk
Client: Standard Oil of Ohio
Designer and Director: Dan Gallagher
Copywriters: E. Castle and T. Case



Best in Show (etc., see below)
Agency: McCann-Marschalk
Client: Adler Co., Cincinnati
Designer: Dan Gallagher
Artist: Henry Kreinberg
Copywriter: Mary Chichester

Best Business Magazine Ad (three or more colors)
Agency: BBDO
Client: Timken Roller Bearing Co.
Designer: Ted Ketting
Artist: Harvey Schmidt
Copywriter: John Ravage

GALLAGHER GALLOPS—*Dan Gallagher, art director for McCann-Marschalk, Cleveland, carried off triple honors at the Cleveland Art Directors Club's 13th annual competition. Mr. Gallagher's design of a two-page ad for the Adler Co., Cincinnati, was judged (1) best in show; (2) best art of three or more colors; and (3) best design of a complete unit. Altogether, Mr. Gallagher was associated with five of the show's eighteen awards, including the Sohio 24-sheet shown above. Other award winners included Fuller & Smith & Ross for Ferro Corp.; Batten, Barton, Durstine & Osborn, for Timken Roller Bearing Co.; and McCann-Marschalk, for Standard Oil of Ohio.*

California Broadcasters Assn. Elects Whitney President

California State Broadcasters Assn. has elected George Whitney president of the organization, succeeding Lou Simon, KPIX, San Francisco. Mr. Whitney, who is with KFMB radio and tv, San Diego, was president of the broadcast group in 1958.

Also elected were Hugh Turner, KTIM, San Rafael, vp for radio; Al Constant, KRON-TV, San Francisco, vp for television; and Alan Lisser, KBIG, Avalon, secretary-treasurer.

Hitchcock Boosts Feiker

William G. Feiker, formerly district manager in New England and Middle Atlantic states for Hitchcock Publishing Co., Wheaton, Ill., has been named publisher of *Hitchcock's Wood Working Directory* and *Grinding & Finishing*.

Chamberlain Named to Ad Post

American Welding & Mfg. Co., Warren, O., has appointed Guy Chamberlain to head its advertising and sales promotion department. He was formerly a sales correspondent.

Information for Advertisers

Wholesale sales volume of manufacturers and importers of ski clothing and equipment for the 1960-'61 season has been set at $35,000,000 in the first annual market survey of the ski industry, published by **Ski Industries of America.** The survey, which includes a breakdown of the children's market, as well as men's and women's buying patterns, priced at $5 per copy, may be obtained from Ski Industries of America, 444 Madison Ave., New York 22.

• "A Look at the Soft Drink Industry," seventh annual market study of the carbonated beverage industry, has been published by **Keller Publishing Co.**, 9 E. 35th St., New York 16.

• "A List of Number & Sizes of Outside Bus Poster Frames Installed in U. S. Markets," a survey covering more than 80% of all transit vehicles, excluding rapid transit railway cars, has been published by the **National Assn. of Transit Advertising**, 500 Fifth Ave., New York 36.

• "Louisville, Ky., Market Data," covering the general market structure, retail establishments and sales, industry, agriculture, financial institutions and real estate, has been published by the **Louisville Courier-Journal** and **Times**, Louisville 2. The 66-page study, priced at $5 per copy, also lists the top 50 U. S. newspaper markets and their rankings by population, retail sales, food store sales, drug store sales, automotive sales, filling station sales and passenger car registrations. #

Frank, Hakim Join Block Drug

Richard Frank and Ed Hakim have joined Block Drug Co., New York, as product advertising managers. Mr. Frank, formerly an account executive of Ben Sackheim Inc., will handle Py-co-pay toothbrushes, Omega oil and two test products at Block. Mr. Hakim, formerly an account coordinator of Young & Rubicam, will handle Block's Polident and Poli-Grip.

here's what THE MODERN HOSPITAL can do for you

MEASURE MAGAZINE READERSHIP, of course; measure, if you will, the readership of an advertisement—both are important yardsticks. Another quality, much more difficult to measure, is what the magazine does for the reader, why and how it causes him to act on advertisements. This is a recognizable but imponderable quality which sets apart a magazine that has it—the quality that makes one magazine a *primary* medium in its market.

THERE IS SUCH A MAGAZINE IN THE HOSPITAL MARKET

THE MODERN HOSPITAL is this kind of magazine. Ask advertisers, ask agencies, ask hospital people, ask leading hospital authorities around the world to name the outstanding magazine of hospital administration; ask publishers in unrelated fields to name business magazines that stand out in their minds. The name of THE MODERN HOSPITAL will show up with impressive frequency.

Go a little further—ask hospital people specifically where they are most likely to see advertisements of hospital products—and the answer will overwhelmingly be "THE MODERN HOSPITAL," probably because this magazine carries the intangible impact that causes perception and remembrance.

WHAT MAKES A "PRIMARY MEDIUM"

WHATEVER THIS UNIQUE QUALITY is (and none can be sure of every contributing factor), it is certainly the result of a complex of elements which combine to produce a whole more compelling than just the sum of those elements would indicate.

Identifiable qualities of THE MODERN HOSPITAL begin with its uniquely competent editorial and publishing independence – permitting journalistic judgments unhampered by professional bias of individuals or groups. Another important element is breadth of editorial scope supported by a nationwide network of news gatherers trained in reporting on medical and health subjects, and by a contributing staff of highly regarded specialists in the various areas of editorial interest.

Another activity supporting excellent editorial quality is a Continuing Study of Readership – a moving yardstick of editorial performance, of readers' interests, and of response and action resulting from advertising, as well as a reliable guide to needs for shifts in editorial emphasis.

These are some, but certainly not all of the attributes that have made THE MODERN HOSPITAL, *over a period of nearly a half-century,* demonstrably *the most cogent influence on hospital practices and physical plant.*

ADVERTISERS, TOO, MAKE A MAGAZINE

IN AN ENTIRELY DIFFERENT WAY, the prestige of THE MODERN HOSPITAL has derived from the quantity and quality of its advertising content. The "blue chip" name in a magazine's advertising pages lends a part of its own prestige to the magazine. Conversely, the magazine's own image enhances that of the advertiser, and even the "blue chip" advertiser benefits from the standing of the medium. This interchange of prestige between magazine and advertiser invests the small advertiser with a special stature of inestimable value.

THE MODERN HOSPITAL has carried in its advertising pages far more "blue chip" names, with greater continuity and for many more years, than any comparable magazine – and overwhelmingly more of them on an exclusive basis. Consequently, THE MODERN HOSPITAL has also carried far more names which are *destined for success* because of the company in which they appear. (On the opposite page are just a few nationally known names that have appeared in THE MODERN HOSPITAL continuously for fifteen years or more with figures showing how long.)

All this adds up to a very important plus value in THE MODERN HOSPITAL which is unique in the market—additive to a totally inducement-free paid circulation covering 85.4% of total buying power, additive to 49 years of leadership in advertising patronage, additive to the monthly frequency of issue preferred, six to one, by hospital administrators.

• *Let a representative tell you all that* THE MODERN HOSPITAL *can do for you in 1962 – with documented evidence on every point demonstrating that* THE MODERN HOSPITAL *is indeed the* primary medium *in the hospital market.*

to start a trend . . . in the farm market

Sell the "open-mind" of the young farmer — the big-influence market of modern, educated farmers.

275,000 strong

The National Future Farmer
BOX 29
ALEXANDRIA, VIRGINIA
ROckwell 8-1212

The magazine for the young man on the farm

Yule Toy Ads Rouse Misgivings of FTC, NAB

WASHINGTON, Dec. 5—The National Assn. of Broadcasters reported that it has been getting good cooperation from toy advertisers this Christmas, but there are signs that both NAB and the Federal Trade Commission harbor some extensive reservations.

NAB's misgivings were reflected in a letter from the New York tv code advisory office asking agencies producing toy commercials for television to send along demonstration toys to check against copy in the future.

Stockton Helffrich, director of the New York office, said the samples will enable the code staff to make a first-hand evaluation of the characteristics and performance of the toy. He also advised the agencies that his office hereafter will request confirmation that the price quoted for a toy is the "going price in the area where the commercial is televised."

■ There have been reports during the past few weeks that Federal Trade Commission investigators have been studying toy commercials and have called on a number of manufacturers.

FTC's bureau of deceptive practices officially confirmed that several toy manufacturers are under active investigation and that monitors are actively following toy ads in the press and on the air.

Deceptive demonstration of toys on tv during the 1960 Christmas season was a matter of considerable controversy at FTC and NAB last June. Leading toy manufacturers and NAB agreed on advertising principles which were designed to deal with some of the problems that were discussed after the 1960 season.

■ The code, developed by the Toy Manufacturers Assn. and NAB, recognized that young children are not always able to discern the credibility of what they watch. The guidelines emphasized the need to avoid oversimplification in presenting a toy's value and price.

NAB said it has had excellent cooperation from 11 leading manufacturers. As an example, it said, use of words like "only" or "just" in quoting the price of toys in excess of a few dollars has been eliminated from all commercials passed through the code office.

As of Nov. 1, NAB said, 97 separate commercials had been evaluated. Four were rejected, and 43 others were revised. At least 59 of the commercials pre-dated the guidelines, and some could not be completely revised in time for this year's selling season, NAB said.

■ After revealing that some complaints against toy advertisers are in the making, Daniel J. Murphy, chief of FTC's bureau of deceptive practices, listed four rules which the public should apply in buying advertised toys.

Particular concern was expressed about misleading pictures of toys in print and tv ads. "Any form of misrepresentation in ads is indefensible," Mr. Murphy said. "But none is more so than exaggeration that would exploit the credulity of a child." Here are the four rules he gave:

1. For toys consisting of many pieces, he said, make sure that what you are buying is not just a disappointing portion of what has been displayed in advertising or demonstrated on tv.

2. For mechanical toys, have a demonstration, and be sure it performs as advertised. "Ingenious as a toy may be, it might be less so than the advertising," he said.

3. For kits of tools or materials (construction, chemical, cooking, etc.), don't be misled by models displayed or advertised, inasmuch as many of these displays may well require the contents of more than one kit to assemble.

4. Don't hesitate to ask for an explanation. "Although the clerk may be rushed, you are entitled to know exactly what you are buying." ≡

Stedry Ayres O'Neill Birdsong

BROADCASTERS' PANEL—*Kelly O'Neill, chief time buyer, Potts-Woodbury, Kansas City, member of a panel discussing "client-agency-media relations," addresses the Nebraska Broadcasters Assn. annual meeting in Grand Island. Other panel members shown in the picture are Verne Stedry, KRGI, Grand Island, moderator; Joyce Ayres (partially hidden behind rostrum), Ayres-Swanson, Lincoln; and Lee Birdsong, Storz Brewing Co., Omaha.*

3-Way Deal in Rochester Gives WHEC, Veterans 2 Channels

As the result of a three-way transaction, WHEC Inc. has taken over the fulltime operation of Channel 10 in Rochester, N.Y., and Veterans Broadcasting Co. began broadcasting on Channel 5. For eight years prior to that time, WHEC Inc. and Veterans operated Channel 10 on a time-sharing basis, with the call letters being designated alternately as WHEC-TV and WVET-TV. In the recent transaction, approved by the Federal Communications Commission, Veterans bought WROC (fm) and WROC-TV (Channel 5) from Transcontinent Television Corp. for $6,665,000, while Veterans sold its share-time interest in Channel 10 to WHEC Inc. for $3,900,000.

Veterans will retain the WROC call letters for its radio and tv properties; the WVET and WVET-TV call letters will go out of existence. Channel 10 will remain WHEC-TV.

Hayden to Offer Combination Rates for New 'MicroWaves'

Hayden Publishing Co., New York, which will launch a new monthly, *MicroWaves*, next June (AA, Nov. 6), will offer its advertisers combination rates with *Electronic Design*. For example, an advertiser using 13 pages in *Electronic Design* and 12 in *MicroWaves* will obtain the 19-page rate in the former and the 24-page rate in the latter. Combination rates will also apply to fractional pages.

TR-4 Ads Set for National Airlines Ticket Envelope Flaps

NEW YORK, Dec. 5—Standard-Triumph Motor Co. has concluded a deal with National Airlines to have its new TR-4 sports car advertised on the inside flap of 1,000,000 National passenger ticket envelopes.

Under the auto-and-air link, a passenger will be able to tear off the perforated flap, jot down his name and address, and mail it directly to the British car maker. In return, he'll get a four-color 12-page booklet on the TR-4.

■ According to National, the 1,000,000 envelopes will last about six months. They will be distributed to passengers in each of the 44 cities served by the air carrier. National also reasoned that its production costs on tickets would be reduced substantially via the move.

Standard-Triumph has a similar arrangement with British Overseas Airways Corp. The deal with National was conceived and developed by the Kellogg Group, New London, Conn. Doherty, Clifford, Steers & Shenfield is Standard-Triumph's agency in the U.S. and Canada; Marschalk & Pratt has National; and Victor A. Bennett Co. handles BOAC in the U.S. ≡

Willeford to Phillips-Ramsey

Rodney L. Willeford, formerly of Batten, Barton, Durstine & Osborn, Minneapolis, has joined Phillips-Ramsey, San Diego, as media and research director. He succeeds Ross Escalette, who has been appointed an account executive.

Ragu Sets Newspaper Drive

Ragu Packing Co., Rochester, N. Y., is promoting its 5¢-off offer for Ragu spaghetti sauce via 52 small-space ads in 17 dailies in 11 eastern cities. Wright Advertising Agency, Pittsford, N. Y., is the agency.

Vermont-Kaolin to Basford

Vermont-Kaolin Corp., Monkton, Vt., has named G. M. Basford Co., New York, to handle its account. The company produces clays for use in the ceramic, rubber, paint, paper and insecticide industries.

B+C · B+C · B+C ·

Programs Would Be Hurt by Curbs on Nets, FCC Told

WASHINGTON, Dec. 7—The future of option time and other regulations over contractual relations of networks and their affiliates hung in the balance today, after spokesmen for all three networks and their affiliates went before the Federal Communications Commission to argue that tv programming will deteriorate if networks are deprived of legal power to assure clearance of their programs.

■ Networks ran into some stiff questioning from commission members. At least twice, Chairman Newton Minow asked industry lawyers if they aren't inconsistent in arguing on the one hand that FCC should stay out of programming, and on the other hand, that it should maintain option time in order to prevent any deterioration in programing.

■ Last year, FCC completed a long study of the anti-trust consequences of option arrangements with a 5-4 decision which shaved permissible option periods from three hours to two-and-a-half hours but held that some option time is necessary to assure survival of networks. Now the question is up for decision once again.

■ James A. McKenna Jr., attorney for American Broadcasting Co., hit the keynote of the network argument by warning that non-network programs which would be substituted for network offerings in the absence of option time "would, in all likelihood, not be equal to the network programs displaced. #

Public 'Vote' Best Guide for TV, Stanton Says

(Continued from Page 1)

Dr. Stanton said "the danger of this kind of sensationalized and oversimplified approach with its broad brush conclusions, is not only that it grotesquely distorts the situation as it is, a clear perception of which is necessary to improvement, but also that it invites impulsive measures directed at making fundamental changes on the ground that any change is a change for the better.

■ "Actually the only change that I have seen suggested is that the government supervise programing by use of its licensing power and by regulating a major program source, the networks.

"How much improvement can either of these really bring about?" he asked. "If government authority sets standards, qualitative or quantitative, for television programing, whose standards are they going to be? The chairman of a commission? A majority of a commission? A congressional committee?

"You would have authoritative standards that would stifle creativity. You would have a rigidity that would discourage experimentation. You would have the subjective judgment of a small group imposed on the many."

■ Dr. Stanton argued that the general public, expressing its wishes through the ratings, should set the standards. "I don't know any satisfactory or democratic alternative to letting the people set the standards of programing by the simple act of rejecting what is offered. It has been said that the public is getting no choice of kinds of television fare, but with rare exceptions in the schedules, this is simply not the case." #

Sarnoff Hits Government's TV Criticism

(Continued from Page 1)

attacked government criticism of television as a "dangerous, mistaken, illiberal doctrine."

Despite his serious warnings, NBC's anniversary celebration was marked with considerable gayety and reminiscing. One of the highlights was a dinner tonight; with top Hollywood talent, including many of NBC's own original stars of 35 years ago, on hand to entertain. Then, too, there were visits to Disneyland, MGM studios and Revue Productions.

Two portions of Mr. Sarnoff's speech, which recounted the accomplishments of NBC over the past five years, dealt with financial worries facing the networks despite the peak over-all industry revenues and profits for tv.

"In 1960, the last full year for which the FCC has released official figures, revenues climbed almost to $1.3 billion and profits before taxes to $244,000,000," Mr. Sarnoff said. "Beneath this radiant flush of economic well being, however, some disturbing symptoms have developed.

■ "During the five years ending in 1960, the combined pre-tax profits of the three television networks dropped 22% while the profits of the stations went up 44%. Even in 1956, the stations' ratio of profits to sales was more than twice as favorable as the networks'—26.5% for the stations, 12.5% for the networks. But by 1960, the stations' profit ratio was four times better than the networks', having climbed to an alltime high of 27.2%, while the networks' profit ratio had dropped to 6.8%."

■ Later in his speech, after discussing "government encroachment" on the freedom of broadcasting—Mr. Sarnoff returned to his analysis of the financial "maladjustments" of the industry.

Pointing out that the imbalance springs from multiple causes, he said: "The networks have had to bear more and more of the mounting costs of improving the service of news, information and entertainment they offer stations—costs which cannot be recovered in their entirety from advertisers. Over the past five years, the unrecovered program costs of the three networks have climbed to the enormous 1960 figure of $118,000,000—an increase, in NBC's case, of almost 80%.

"The only source on which networks can draw to meet this huge deficit is their revenue from time sales, and although network gross time sales have been rising year by year, this increase has been substantially offset by an almost 100% increase in discounts over the past five years.

"It is not hard to see why the networks are grossing more now but enjoying it less.

■ Mr. Sarnoff's government "encroachment" remarks were in effect an answer to much of what Newton Minow, FCC chairman, has been saying since he took over as head of the commission.

"Despite the advances we have scored, nothing has thrived more vigorously within broadcasting than the criticism on the outside," Mr. Sarnoff said, "but when criticism comes—pointedly and suggestively—from the voice of governmental authority, speaking softly but carrying a big hint, at what point does criticism become coercion; where does freedom leave off and interference begin?"

Last Minute News Flashes

Lever's Pepsodent Fluoride to Go National

NEW YORK, Dec. 8—Lever Bros. will start selling Pepsodent fluoride toothpaste nationwide to the trade Dec. 11, thus becoming the last of the major dentifrice manufacturers to introduce a stannous fluoride product. Television and magazine advertising will break next month saying Pepsodent fluoride is "superior" to all others because of "more consistently available fluoride" and because it toughens tooth enamel better. Regular Pepsodent will continue on sale. Foote, Cone & Belding is the agency.

Libbey Glass Will Name Fuller & Smith & Ross

TOLEDO, Dec. 8—Libbey Glass division of Owens-Illinois Glass Co. reportedly will announce next week that it has named Fuller & Smith & Ross, Cleveland, agency on its $750,000 account. J. Walter Thompson Co. dropped the account last month after it lost five other divisions of Owens-Illinois (AA, Nov. 13). Four of the divisions went to Meldrum & Fewsmith, Cleveland. The fifth, the forest products division, earlier this week named Howard Swink Advertising, Marion, O., to handle its advertising and promotion. Jack K. Paquette, formerly Libbey Glass advertising manager, has been promoted to ad and sales promotion manager.

LaRoche Restores Pay Cuts, Broadens Staff Benefits

NEW YORK, Dec. 8—C. J. LaRoche & Co., which cut the pay of 25 people by 10% a few months ago, today announced the cut had been fully restored. In addition, the agency plans to make a 15% contribution to the profit-sharing accounts of employes. More than half the agency's 120 people are eligible for such money. LaRoche also will make a distribution of stock to all agency people employed there for ten years—a move involving about 20 persons.

Air Force Invites 90 Agencies to Bid for Account

DAYTON, Dec. 8—The Air Force has invited nearly 90 agencies, all in the $10,000,000-and-up billings bracket, to bid on its 1963 recruitment ad program. Other agencies wishing to bid may apply to the Support Procurement Dept., MCPSBS, Air Force Logistics Command, Wright-Patterson Air Base, Ohio. Deadline for entries is Jan. 17. The appointment is for one year, with the option of two annual renewals. MacManus, John & Adams, Bloomfield Hills, Mich., has handled the $900,000-plus account for the past three years.

Wometco Moves to Mathes from Grant

MIAMI, Dec. 8—Another account, Wometco Enterprises, has followed William Ryder from Grant Advertising to J. M. Mathes Inc. Early last month Mr. Ryder left Grant to open Mathes' Miami office, and the Chris-Craft $500,000 billings he had handled at Grant came after him. Wometco, with billings well below the Chris-Craft figure, owns radio and tv stations, a movie chain and soft drink vending machines in Florida, and a bottling plant in the Bahamas, among other properties.

Burnett Appoints Matthews VP in Charge of Copy

CHICAGO, Dec. 8—John E. Matthews has been promoted to vp in charge of copy at Leo Burnett Co. He has been vp, associate copy director and copy department manager. Charles D. Cavett, a veteran Burnett copy man, has been named to the newly created post of copy department business manager, and Phelps Johnston has joined the agency as creative coordinator in the copy department. He formerly was vp of Don Kemper Co., Chicago.

Otarion to Fred Gardner; 7th Switch in 8 Years

OSSINING, N. Y., Dec. 8—Otarion Electronics Inc. (which recently changed its name from Otarion Listener Corp.) has appointed Fred Gardner Co., New York, to handle its advertising as well as that of its subsidiaries, Visual Improvement Products, manufacturer of V.I.P. eyeglass frames, and American Hearing Aid Co. A budget of approximately $500,000 is expected. This is Otarion's seventh agency in eight years.

Shell Oil Sets Spot TV; Other Late News

• **Shell Oil Co.** (Ogilvy, Benson & Mather), New York, will move back into spot television with an 11-week schedule of prime time 40-second spots and fringe minutes in selected markets starting in mid-January. Mobil Oil Co. (Ted Bates & Co.) also will step up its spot tv schedules in most of its marketing areas starting Jan. 1. Mobil has cut its network participation schedule from 21 shows during the fourth quarter of 1961 to four shows for 1962.

• **Henry Ford II** will receive the Advertising Council public service award at the council's 20th anniversary dinner Jan. 17 at the Waldorf-Astoria, New York.

• **Del Prescher**, general sales manager of Q-Tips Inc., Long Island City, has been given the additional title of vp of marketing, a post that has been vacant for some time.

• **General Dynamics Corp.**, New York, will virtually eliminate its advertising department at the end of the month, when Homer H. Evans Jr., vp in charge of advertising, and John L. Lowden, ad manager, will resign. Neither has announced his plans.

• **John C. Guenther**, director of advertising of Plymouth and Valiant cars for the past year, has been named director of administration on Chrysler Corp.'s styling staff. His successor has not been named. James Wichert will continue as director of advertising of Chrysler and Imperial.

• **Aldis P. Butler**, vp of J. Walter Thompson Co., New York, will join Benton & Bowles, New York, Jan. 1 as a senior vp and a director.

• **Appliance Associates Inc.**, Pittsburgh, a company set up to handle an Appliance Bonus plan for Loblaw supermarkets in Pittsburgh, today (Dec. 8) filed a counter suit against Philco Finance Corp., Philadelphia. The suit charges violations of anti-trust laws and conspiracy to fix prices, and asks triple damages of $1,500,000. It also asks that Ford Motor Co., Philco Corp., and Thorofare supermarkets be named as defendants, and asks for an injunction to stop the acquisition of Philco by Ford. Thorofare handles Philco's Instant Dividend plan in Pittsburgh (*see story on Page 1*). Philco sued Appliance Associates a week ago, charging copyright infringement of its ID plan.

Over-All British Ad Group to Name Czar of Industry

(Continued from Page 1)

erning homosexuality and prostitution and recommendations for changing them. He is also vice-chancellor of Reading University, chairman of the Church Assembly Board for Social Responsibility and vice-chairman of the Carnegie United Kingdom Trust.

A spokesman for the Advertising Assn. said that "reports suggesting Sir John will be named independent chairman of the Advertising Standards Authority are published without our authority or instigation. Negotiations have been going on for appointment of a chairman but I cannot say with whom."

■ Groundwork for the establishment of an Advertising Standards Authority was laid last May (AA, May 15) at the Advertising Assn. conference. The AA is a 28-year-old omnibus organization covering all segments of the business. It resolved at that time to strongly recommend "the setting up forthwith of an Advertising Standards Authority representing advertisers, media and advertising agencies under an independent chairman of accepted public standing to establish and operate an advertising charter, permissive and restrictive in scope, for the control of advertising in all media with full powers of enforcement and the right to publish its findings." It is believed that the caution of the language lay in part in the fact that negotiations are now being carried on with other British associations, which must approve the appointment. #

Waltham Named in Three FTC Actions

WASHINGTON, Dec. 7—The Federal Trade Commission was blasting ahead this week in a three-front war over promotional materials involving the Waltham watch trade name.

Two FTC examiners ruled in separate cases that Waltham Watch Co., Chicago, should be curbed from using advertising and promotional methods which deceive the public about the origin of its products. And a third case, involving substantially the same issue, moved toward the hearing stage.

The company has rights to the Waltham trade name under an arrangement which evolved from a series of corporate changes dating back to 1957, after the Waltham Watch Co. of Massachusetts stopped making time pieces. Both decisions by examiners this week said tactics of the new company lead people to believe they are getting the famous Waltham products.

Quality Moves Ambassador Scotch Account to Greenthal

Quality Importers, New York, has named Monroe Greenthal Co. to handle advertising for Ambassador scotch, which billed about $250,000 last year. The account was resigned by Lynn Baker Inc. last month (AA, Nov. 24).

Greenthal already handles two other brands of the company, Old Bushmill's Irish whisky and White Heather scotch. The agency said the importer plans to raise Ambassador billings to $750,000 this year.

Middleton Joins Iowa Paint

Roy B. Middleton Jr. has joined Iowa Paint Mfg. Co., Des Moines, as advertising and sales promotion manager. Mr. Middleton was formerly advertising manager of DX Sunray Oil Co., Tulsa.

Appliance Men Hit Philco Supermart Plan

(Continued from Page 1)

ket chain, E. B. Barnes, general sales manager of Kelvinator, said the deal "was arranged between our local dealer and the supermarket management."

Mr. Barnes said: "This merchandising move by a Kelvinator dealer resulted from competitive programs initiated by Pittsburgh supermarkets and appliance dealers. It represents no policy change by Kelvinator. We will continue to sell our appliances on a normal basis to our Pittsburgh dealer, who has an agreement with Giant Eagle, which includes financing."

Kelvinator said it gave its Pittsburgh dealer permission to negotiate the plan after he explained that he needed such a program in order to meet local competition, which also had adopted such arrangements. Kelvinator said it has no plans to extend the ID program outside of Pittsburgh.

BIG NEEDLE—*Verscharen's, an independent Pittsburgh food store, needles Instant Discount plans by comparing them with company stores.*

■ Robert E. Kenoyer, vp and general manager of home electronics division of Sylvania Electric Products Inc., New York, made the following statement to AA:

"At the present time, Sylvania television sets are being offered through cash register tape programs in the Pittsburgh area only. It is not a factory program. Our Pittsburgh distributor, Graybar Electric Co., made the arrangements locally with their dealers and the supermarket chain.

"In other areas where tape programs are operating, there has been no noticeable effect to date on our normal sales pattern.

"We consider this type of program to be local in nature and do not intend to sponsor it on a national factory basis."

■ The Norge division of Borg-Warner Corp. also reportedly is strongly against the ID plans. In a confidential letter to its distributors, Norge said it believes the plans to be unsound and contrary to accepted marketing procedures. Norge predicted a short life for ID.

Norge and Sylvania appliances currently are being sold through Loblaw supermarkets in Pittsburgh on ID plans. Norge pointed out that the arrangement with Loblaw was made by a Norge dealer in Pittsburgh, and not by the company. Norge said it thought ID plans could destroy appliance dealer organizations, and added that it has no intentions of adopting them.

■ Victor P. Joerndt, president of NARDA, who also owns a radio-tv appliance store in Kenosha, Wis., blasted food tape plans as "definitely detrimental to the structure of the independent appliance dealers in this country."

He went on to say that "even those comparatively few dealers who have directly tied in with the plan are leaving themselves open to the distinct possibility that if the plans succeed, the food merchants will bypass the dealers with whom they are working. Also, the consumer is paying more for these appliances than she can buy them for through her regular appliance dealers."

NARDA, which has about 5,000 members throughout the U.S., said that nearly all of its membership is against ID plans. NARDA is the only national association for retailers handling major appliances and radio-tv sets.

■ Officials of Philco Corp., Philadelphia, which originated the ID plan earlier this fall, could not be reached for comment. They were tied up in last minute preparations for the takeover Dec. 11 by Ford Motor Co., which bought Philco earlier this year. Philco is the only major appliance manufacturer which is actively supporting and extending ID programs, having already tied in with five food chains in various sections of the U. S. (AA, Dec. 4).

■ The bloom may be off the rose for ID plans in Pittsburgh. When the plans were first introduced several weeks ago, supermarts and appliance dealers involved in the plans reported sharp increases in sales. This week, however, several Pittsburgh appliance dealers, who were not tied in with the plans and who had suffered sales slumps, reported that customers were returning after shopping the ID plans. They credited the warning by the Pittsburgh Better Business Bureau as being responsible.

■ The BBB's action had some other repercussions in Pittsburgh this week. Thorofare Markets, which carries the ID plan with Philco, said in newspaper ads that they welcomed the BBB's suggestion that consumers carefully investigate ID programs before signing to buy appliances. Ad copy stated:

"Certainly we would expect customers signing up on the ID to examine the program as carefully as we did before deciding that it would be a sound bonus for those customers who wish to participate. We have never claimed that customers buying an appliance for cash cannot find a lower price.

"We do say that the ID customer's increased purchases from Thorofare will probably enable him to own this same appliance for considerably less than if he had bought it outright for cash," the ads said. "By all means study the Philco ID plan carefully. We can assure you that Thorofare's participation was not a frivolous decision and was undertaken only after reliable assurances of legality and good business ethics."

■ Verscharen Markets, a major independent, needled Thorofare and the ID plan with signs in its store which read, "Thorofare, too big to be so small." In newspaper ads, Verscharen featured a cartooned illustration of a coal miner who was saying, "I owe my soul to the company store . . . with stamps, gimmicks and tapes."

A sign in Haines, another independent food market, proclaimed: "The high-price stores are offering less desirable appliances at ridiculous prices and you're paying for them. For example, a portable tv that lists for $159 and can be bought for $125 is listed at 27 payments of $10 per month, or $270."

■ An executive of a large appliance manufacturer speculated whether the ID plans would bring about unsound credit practices. Pointing out that the credit ratings of consumers are checked before they are signed up for an ID plan, he said: "If a consumer does not have a good credit rating, she will not be allowed to buy an appliance through the ID plan. And, if a consumer is not permitted to use an ID plan because of her credit, this will probably make her angry, not only at the appliance manufacturer, but also at the supermarket. Thus, the net result is the loss of a customer."

"Merry Christmas" from . . . .
G.B.
KELVINATOR and EMERSON
FAMOUS MAKE APPLIANCES AT LITTLE OR NO COST
FAMOUS BRAND FOODS AT LOW, LOW PRICES
DELUXE FROZEN FOOD SALE
YOUR CHOICE 4 for 79¢
Giant Eagle

GIANT EAGLE—*Giant Eagle supermarkets in Pittsburgh have been promoting their Giant Bonus plan, featuring Kelvinator and Emerson appliances, with large space newspaper ads like this one.*

OLD SAW—*In promoting its ID arrangement with Philco, Thorofare supermarkets, through an old Ford Motor Co. slogan and a play on words, linked Philco with Ford. Philco was purchased by Ford earlier this year.*

Appliances at little or no cost thru ID'n plan! Appliances at little or no cost thru ID'n plan!
more & more...
LOBLAWS
Famous for Meats
STOP!
CLIP AND REDEEM ALL THIS WEEK
DOUBLE "AA" STAMPS
DOUBLE "AA" STAMPS
BEFORE ORDERING YOUR TV, STEREO or APPLIANCE, CHECK PRICE.. & QUALITY!
NORGE & SYLVANIA JOIN WITH LOBLAW!! YES! TWO OF THE BIGGEST NAMES IN THE APPLIANCE FIELD TEAMED UP WITH LOBLAW TO BRING YOU LOBLAWS A/B PLAN!! NORGE, ONE OF THE TOP MANUFACTURERS OF REFRIGERATORS, RANGES, WASHERS & DRYERS — NOW ADD SYLVANIA — WHAT A PAIR, BIG NAME APPLIANCES, BIG NAME IN TV & STEREO. WE KNOW WE HAVE THE LOWEST PRICES OF ANY APPLIANCE BONUS PLAN. A VISIT TO ANY LOBLAW STORE WILL CONVINCE YOU, AND WHEN YOU ADD THE LOWEST PRICE TO THE BEST KNOWN NAMES YOU HAVE LOBLAWS A/B PLAN.

LOBLAWS' PLAN—*Loblaws, a Pittsburgh supermarket chain, promotes its A/B plan, featuring Norge and Sylvania appliances, with large space ads like this one in Pittsburgh dailies. The A/B plan is similar to Philco's ID plan.*

Anti-Hyperbole Struggle Shows (Uh) Some Gains

'New Yorker' 5-Year Report Shows Use of Superlatives Diminishing

NEW YORK, Dec. 5—This is an interim report on a lonely struggle being waged against a horde threatening advertising's flank, the army of the Hyperbolic Spiral, whose ranks are filled with such hard-to-slay creatures as Obvious Exaggeration, Unprovable Claim and Meaningless Superlative.

The Good Guys in this war, the followers of the White Knight, Sir Eustace Tilley, are the advertising men at *The New Yorker*, who this week took advantage of a lull in the fighting to file the following communique:

"In 1956, *The New Yorker* asked advertisers and agencies to help eliminate superlatives and exaggerations from their *New Yorker* advertisements. The plea for believability was made in a booklet called, 'Don't Raise the Bridge Boys; Lower the River.' It offered statistics on unbelievable statements culled from *New Yorker* advertisements in the first six months of 1955.

■ "Five years later, the count was taken again. It showed a reduction of 70%. Thanks for your help."

The dispatch (in the form of a page ad in these pages last week) also offered the following tabular proof of partial victory:

	1st 6 Months 1956	1961
"Finest"	312	103
"World's best"	281	79
"America's only"	58	13
Other improbable nonsense	47	11
Total unbelievable statements	698	206

The dispatch didn't credit her, but a lady soldier who spends most of her time as a receptionist for Sir Eustace did the research work and came up with the above battle statistics, for both 1956 and now. *The New Yorker's* Mrs. Pemberton, a sharpshooter justly feared by Hyperbolic Spiralites, calls her collection "the mostest of the boastest."

■ One battle-tested veteran, Doug Lawder, was full of praise for Mrs. Pemberton. No superlatives, you understand, just a straightforward, "She's great." And Capt. Lawder, who interprets the casualty list of the hyperbolics as possibly signaling a decisive turn in the tide of battle, today offered Mrs. Pemberton's research services to such potential allies as *Life* and *Look* and all the rest.

"She could find out pretty quick if the fight is starting to go our way everywhere, or if this is just a local success, on a narrow front," he said.

"If we got help," continued the captain, "we might win the biggest —er, we might win the war, not only the battles." #

POOL AD, BUYING POWER, APPLIANCE DEALERS URGED

CHICAGO, Dec. 5—The formation of cooperatives among independent appliance dealers to pool buying and advertising power is vital for survival against discount operations, according to Victor Joerndt, president of the National Appliance & Radio-TV Dealers Assn.

Writing in the December issue of *NARDA News*, Mr. Joerndt said cooperative action is the "only possibility" for survival. "We must face up to this fact before it is too late for any action at all," he said.

While Mr. Joerndt emphasized the economy of cooperative purchasing ("The carload purchaser is entitled to a better price . . ."), he also noted that "the advertiser who uses more space in newspapers deserves a better break than the one-shot, small-space user."

NARDA News noted that cooperatives now in existence range all the way from loosely-knit groups which pool their dollars to buy quantity lots, to the elaborate organizations which supply merchandising, advertising, financial and other assistance to their members.

"To protect his position in the economy, the smaller merchant must band with other merchants to increase his purchasing power," Mr. Joerndt noted. #

Salisbury Names Bolin

Salisbury Co., Minneapolis, manufacturer of bedding products and dual purpose furniture, has appointed M. R. Bolin Advertising Agency, Minneapolis, to handle its advertising.

THOMAS F. SULLIVAN

BROOKLYN, Dec. 6—Thomas F. Sullivan, 65, publisher of the *Tobacco Leaf*, died yesterday in Victoria Memorial Hospital here.

Mr. Sullivan joined the weekly as a reporter in 1920 and became owner and publisher in 1945.

Lynch Adds Engel Sheet

Engel Sheet Metal Equipment, St. Louis, manufacturer of production tools for the metal working industry, has appointed Richard C. Lynch Advertising Co., St. Louis, to handle its advertising.

Take a look at all three!

There are three major metalworking weeklies to consider for 1962 media decisions: Iron Age, Steel and Metalworking News.

You can't pick between two any more. Make a choice, but look at all three.

Any publication—especially in metalworking—that racks up a paid circulation of over 29,000 in its first 13 months deserves your most serious consideration.

METALWORKING NEWS • A Fairchild Business Newspaper

THE BIG DIFFERENCE IS NEWS

European Admen Told Future Bright for Agencies in New Common Market

(Continued from Page 2)

Pritchard Wood & Partners, London, and immediate past president of the Institute of Practitioners in Advertising, the British equivalent of the American Assn. of Advertising Agencies, was elected EAAA president, succeeding the late Douglas Saunders.

Lennart Soderstrom of An Tornbloms Annonsbyra, Stockholm, was elected deputy chairman of the board of control and R. L. Dupuy of R. L. Dupuy S.A., Paris, became the third member of the president's committee.

■ Marion Harper Jr., chairman of Interpublic Inc. and chairman of the American Assn. of Advertising Agencies, speaking during the general assembly, forecast a new stage of internationalism for European advertising which will expand national economies, help raise living standards, and add to the enjoyment of leisure in millions of homes.

And, in keeping with his reputation as the "adman's organization man," he called for a world federation of advertising agencies.

As European advertising's role in expanding the economy is achieved, Mr. Harper warned, criticism of advertising will ironically, also increase.

"You will be charged more and more with encouraging materialism, with practicing doubtful ethics, and with leveling or even degrading standards of taste," he told delegates.

■ "Perhaps so many people are worried about materialism, not because they disapprove of the paraphernalia of modern life, but because they feel it represents something wicked or at least unworthy. And their feelings are likely to derive from an age of the Puritans —when mortification of the flesh meant redemption of the soul; and when most people struggled for the scraps of scarcity."

Offering some reassurance for the anxieties inspired by advertising, he said:

"When people fear that advertising will independently change the character and levels of consumption, they credit it with more power than it can claim. They confuse an external of a thriving economy—advertising—with the basic wealth and preferences of an industrialized society.

■ "Advertising is effective when it awakens wants that are unconscious or latent wants. It's a poor investment in behalf of products that people do not want. Extensive advertising and promotion failed to sell the sack dress or the Edsel car; and a far greater advertising program apparently fails to sell the Kremlin to the people of East Germany.

"The image of the consumer as a docile subject of advertising totally discounts today's rising educational levels. It is refuted daily in the high mortality rate of new products and in declining sales curves toward the end of a product's life cycle. The consumer relates the advantages of a product to his own immediate needs and living habits. If he were ever to fall under the spell of one advertiser, the claims of a hundred others would quickly rouse him to his senses. It's likely, in fact, through many competitive bids for his patronage and through his exercise of choice among thousands of choices, that he's acquiring a shrewd discrimination."

■ Turning to the next step in the development of the advertising industry, Mr. Harper said:

"Just as we determine quantitatively what people think about our client's products, so we can know what they think about their advertising. We can then take steps, preferably on a voluntary basis, to eliminate that segment of advertising that violates the changing standards of ethics or taste.

"Clearly there will be many influences shaping the future of marketing and advertising. The lag in popular attitudes behind a swift progress of events will be only one such influence. Advertising will not remain static nor will its environment.

■ "International trade practices, growth of populations, rising income levels, travel and communications may shape the evolution of advertising more decisively than any initiative on the part of our industry or any approval or disapproval of our critics.

"It is true, however, that a more sympathetic understanding of advertising among opinion leaders and the public would help us make greater contributions to the further expansion of the European market and to the eventual growth of an Atlantic community."

To speed that progress, Mr. Harper offered four recommendations:

1. "As a matter of reality and strategy I feel we should not let advertising be separated from the business or social entity of which it is a part. If advertising is considered as some activity detachable from business itself it will be subject to more abuse than any of us have yet witnessed. We will always be on firmer ground if advertising always represents itself for what it is—a business tool—a tool which produces sales for profit, that helps communicate ideas to support desirable social and business goals."

2. "I think we should focus on improving our record of professional accountability. In its other investments, management has far more precise yardsticks than are available in advertising for judging business results. This is an area of opportunity. A most promising approach of measurement is to secure agreement with management on the specific objectives of a marketing program and to establish bench marks for the measurement of advertising's performance within it. As simple as this sounds, it is practiced all too seldom."

3. "Identify our development of advertising closely with the marketing goals of management. We can render only partial service and employ only a fraction of available talents if advertising is regarded as a subsidiary activity. It must be considered as an area of top management concern."

4. "The markets of Europe and my own country are a patchwork of many different interests, codes, and traditions. It is a matter of continuing astonishment in the U.S. that you have made such rapid progress in building new commercial relations in the common market.

"We all face direct challenge and difficulty in the exchange of communications that cross our borders. Because we are professional communicators, however, we have a particular obligation to take a striking initiative in demonstrating tolerance, understanding, and compromise. We have little other choice.

"Advances of technology—soon, satellite television—are sure to bring people together, in any event. As professional communicators we might try to get there first."

To further this effort, Mr. Harper proposed to create "a world federation of advertising agencies, to encourage professional practice and the pooling of knowledge for responsible action in the market place. This, of course, is hardly an overnight job," he said.

■ Sinclair Wood, in his opening address, warned that if advertising men fail in their responsibility, people will not reap the full benefit of the new European market community.

"What perhaps most of us believe, and certainly many of us hope, is that the statesmen of all our countries will find a way to bring about a trading area comprising most of the free countries of Europe," said Mr. Wood.

"Within that trading area, formed with the intention of raising the standard of living of all the people, there will be free and unhampered passage of capital, of goods, and of people.

■ "But if that objective is to be fully realized, one other thing will be necessary—the free and unhampered passage of communication—of information and persuasion.

"If people are to benefit by the new things that become available to them through the breaking down of tariffs and quotas, they must be informed that those things are available. Before there can be real freedom of trade there must be freedom of communication.

"And there is nothing approaching real freedom of communication today," Mr. Wood declared.

■ "There are things in the way—laws, regulations, prejudices, habits, trade practices, and just lack of sympathy and understanding between people who have not yet come to know one another fully. The analysis of those barriers, and finding the ways and means to abolish them, is our responsibility; that is our part in the task of constructing the great new design.

"We are the professionals of European communication. There is no one else who understands these things as we do. The fact that we have come together here, from all the corners of Europe, is evidence that we are determined not to fail."

■ Eric Homburger, reviewing the present status of anti-trust legislation in Sweden, France, Germany and Switzerland, pointed out that the Rome treaty creating the European Common Market held out particular difficulties for the advertising business in respect of rebating of commissions, the establishing of uniform rates of commission and even agreements on agency recognition by media. These rules, he emphasized, will become an increasingly important factor in European economic life.

Mr. Wood later told newsmen that as a result of this paper by Mr. Homburger, which is to be published by the association, the EAAA will conduct a survey on the commission system and agency remuneration in the main 11 or 12 countries of Europe.

It will also keep a close watch on the effect of articles 85-90 of the Rome treaty, dealing with anti-trust legislation and unfair competition within the European Common Market.

■ Charles Schlaepfer of the International Union of Advertisers' Associations, Brussels, told the assembly that European economic integration will act as a stimulus to increasing advertising.

International advertisers, who will be able to supply an entire continent from a few well-placed production centers and increase turnover will need more advertising. In addition, they will have to fight against new competitors, and this will also lead to increased advertising.

Smaller companies operating until now within their own national markets will face increased competition from international companies and from national companies in other countries going international. In addition, they will be in a position to attack neighboring markets.

But Mr. Schlaepfer felt, economic integration will not lead to unification in sales and advertising methods and themes. Tastes and living habits differ from region to region and from country to country. Individual campaigns may be successfully switched from one country to another but not as a general rule, he maintained.

■ Leslie B. Cort, managing director of Colman, Prentis & Varley, London, speaking on agency management, emphasized the need for better selection and training of personnel, for balance and flexibility in management, for using clients' money with judgment and responsibility rather than just spending it, and for the elimination of internecine competition among agencies.

■ Lennart Soderstrom of An Tornbloms Annonsbyra, Stockholm, warned that it is an urgent necessity that, when Western Europe becomes one market, the European advertising agencies operate on a standardized and financially sound system.

Despite the growing volume of advertising, the profitability of the advertising business is unmistakably on the decline, he said.

In the U.S., the profit margin fell from 0.99% in 1951 to 0.6% in 1960. In other expanding service sectors the profit margin is much higher, it was said.

"There is something amiss with the economic set-up of the agency world," he said. "This is evident from the fact that agency economy can only be kept in the black on condition that turnover goes up year by year. If turnover levels out, costs soon knock out earnings.

"In the continuing search for new volume, agencies are seeking new ways to serve clients better. This means adding new services and improving old ones.

■ "A full service agency today generally provides such collateral services as research, marketing and merchandising counsel and public relations. Even if the services are charged, they involve the business in innumerable additional costs that increase the total outgoings and thus reduce the profit. This is one of the big reasons for the declining profitability of the advertising agency business.

"It is a vital necessity, taking the long-term view, to change the economic situation of advertising agencies while there is still time."

■ Dr. John Treasure of J. Walter Thompson Ltd., London, said that if Britain is successful in her attempt to join the European Common Market this will mean an extension of the market of some 170,000,000 people to a much larger community of at least some 250,000,000 people—some 70% of Europe's population.

In 1960, total expenditure on consumer goods in Europe amounted to some $190 billion. By 1970, on the assumption that the Common Market is extended to include Britain and other members of the seven-member European free trade association, this expenditure might well rise to $300-$350 billion. Thus the 1970 total European market for consumer goods might well be as large as the U.S. 1960 market of $330 billion.

■ "The role of advertising and market research will undoubtedly become more important," said Dr. Treasure.

"One indication of this is that in America today total advertising expenditure amounts to some $12 billion. In Europe it amounts to no more than $3 billion.

"If, by 1970, the European market for consumer goods has expanded by the rate I anticipate, then it seems we should be able to look forward to a very considerable increase in the amount of European advertising expenditure."

He felt there is no doubt that in probably most markets the need for national advertising agency service provided on the spot by nationals of that country will remain. National partitions will disappear but advertising and marketing will still have to be done mainly on a local basis where the people are.

■ Representatives of agencies in Belgium, Britain, Denmark, Finland, France, Greece, Germany, Holland, Ireland, Italy, Norway, Sweden and Switzerland attended the general assembly and first international meeting of the EAAA.

President Sinclair Wood said afterward that the association could now see how important this conference was and he thought they could not wait another three years for another. He expected that there would be another within about 18 months.

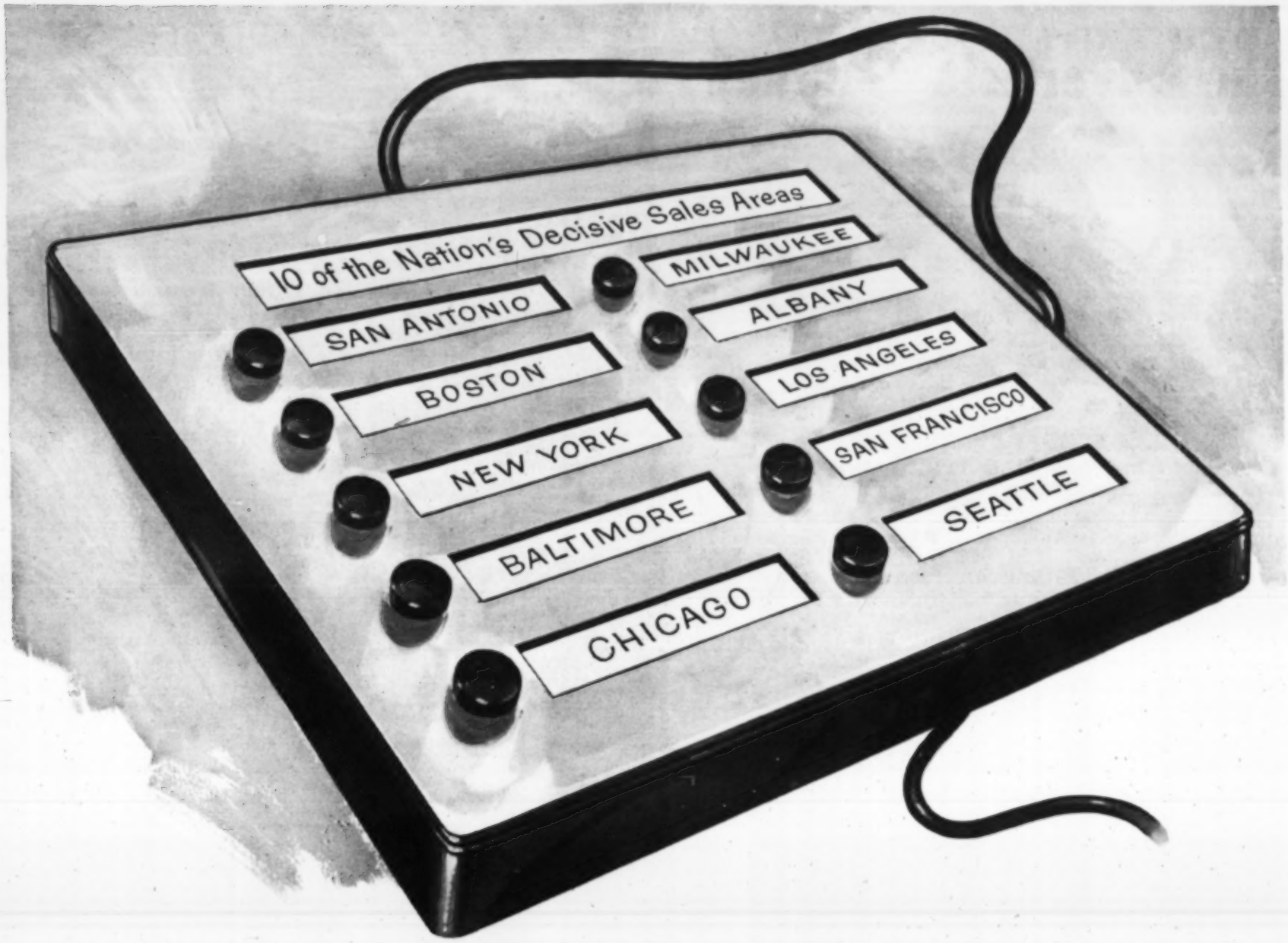
The EAAA, he said, would now take steps to widen the membership without relaxing its standards and would consider enlarging the secretariat staff.

As a result of the assembly, said Mr. Wood, the board of control will now re-examine the 1961-62 program of work for the association. #

MAIL BAG—*Equitable Paper Bag Co., Long Island City, mailed the paper bags shown here to New York agencies with the important query, "Which weighs more? A bag full of hard sell or soft sell?" Equitable reports it got a bag full of responses on these paper bags which can be made into self mailers for promotion purposes.*

Sykes Appoints Dane

John Hunter Dane has joined Sykes Advertising, Pittsburgh, as an account executive. Mr. Dane was formerly vp of Abbott-Whitney Associates Advertising Agency.



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Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $19.75 per column inch, and card discounts on size and frequency apply.

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TOP EXECUTIVE SALESMAN
To meet with top management at advertising agencies and advertisers direct on special creative projects. Experience in advertising agency at account level preferred but not necessary. Must be thoroughly familiar with advertising business. State experience and background in resume. Salary open.
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Photographic Sales Representative
for leading West Coast Photo Studio. Advertising and Commercial photographer. Female or male. Send detailed resume to:
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ACCOUNT EXECUTIVE with fresh creative ability in copy and campaign planning. Prefer at least eight years experience in consumer products. Ours is small agency with excellent potential, located in attractive southern city. Income low five figures. All replies confidential.
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630 Third Ave., New York 17, New York

ADVERTISING MANAGER
Versatile, cost-conscious adve·tising administrator, who understands Sunday School publishing field. Midwest suburban college town. Salary open. Advancement opportunities. Excellent benefits. Send complete resume to
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Looking for good representation in the midwest?
Currently covering this area on a regular basis, this mature, qualified selling team can produce results for you. Newhold Inc. Publishers' representatives.
Box 159, ADVERTISING AGE
200 East Illinois Street, Chicago 11, Ill.

SENIOR CREATIVE PRO wanted for new position in our small but well financed and growing agency. Our man knows and talks consumer marketing, yet gets his real kicks out of creating fresh ideas for whole campaigns or single ads. Age will be an asset, as long as he is stable, energetic, and has the desire and ability to contribute. He no doubt has gained his experience with a large agency, but is ready to earn less and live more as he moves to our medium-sized mid-south city. Will work directly with agency principals in client analysis, creative planning, account supervision and new business activities. While this position will pay a livable income, it will appeal, most to the senior adman who is "over the hump" financially. Not interested in part time or consultant arrangements, but will consider persons of semi-retirement status. When replying please include ample information. Your reply will be kept confidential.
Box 5467, ADVERTISING AGE
630 Third Ave., New York 17, New York

ARTIST
National concern in Omaha, Nebraska, has opening for commercial artist. Experience necessary in general line of advertising art, such as P.O.P. display, folders, broad sides and package label design. Excellent employe benefits including free hospital and surgical insurance and life insurance at a low premium. Starting salary from $7,500 to $8,500. An equal opportunity employer. Send detailed resumé to
Box 5480, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED COPYWRITER
Career-minded, creative, experienced copywriter to write dynamic copy for leading independent Sunday School publisher in Midwest suburban college town. Salary open. Advancement opportunities. Excellent benefits. Send complete resume to
Box 5453, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVES & CLERICAL
EXPERIENCED AND TRAINEE
Publishers Employment
134 E. Erie St., SU 7-2255, Chicago

ADVERTISING—SALES PROMOTION MAN FROM MIDWEST
For leading consumer food company—national and regional advertising programs—must be experienced in all media and have food products experience. Age about 30. Send resume and salary requirements to **Advertising Director, The Rath Packing Company, Waterloo, Iowa.**

ASSISTANT PUBLISHER. Must be fully experienced in all phases of publishing and knowledge of print shop operations. Opportunity for capital investment available, although not necessary. Headquarters in Los Angeles. Send full resume and salary requirements to:
Box 27 Q 382, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

RETAIL CATALOG DIRECTOR
$20,000 plus bonus and profit sharing. Must have advertising, merchandising, and extensive retail catalog experience. Send resume to **Personnel Engineering, 1102 Broadway, Rockford, Illinois, or 5300 Peterson Avenue, Chicago, Illinois. "Licensed and Bonded"**

RADIO SALESMAN Base Salary $7800. plus 15% commission. Men averaging $10-15,000 year. We pay interview and moving expenses. West Michigan market 350,000. Station full time AM AND FM. Resume must include past and present earnings and volume sold. Radio experience not required—sales experience is.
Box 5438, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

"ART DIRECTOR
has portfolio, will travel"
These words aren't original but the portfolio is. Top Chicago execs say the creative concept and execution is the best ever seen. For a look see, write:
Box 5470, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING EXECUTIVE
AVAILABLE AFTER JANUARY 1, 1962
Attention: Ad Agencies-Mfgs.-Printers. 12 yrs. experience; copy, layout, type, market-media, production and printing sales manager in Chicago area. Must relocate West Coast. Married, 35, white, college. 12 to 15M. Resume on request.
Box 5471, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY CONTACT
Alert young woman with executive capacity for client contact. Experienced writer and idea person for creative campaigns.
Box 5472, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE AGENCY COPYWRITER
Persuasive old pro. with fresh ideas. Over 15 years experience in print, radio, TV. Strong in cosmetics, drugs, appliances, etc. Available now. Have resume, samples; will consider travel.
Box 5479, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BROADCAST PROMOTION MANAGER
5 years TV-radio: 2 heading group setup. Incredibly good writing, design, research, ideas and budget-tending. Station sale forces relocation Jan. 1.
Box 5475, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

CREATIVE AD-SALES PROM. MGR. . .
Copywriter. 14 yrs. agency, indust. exp.
Box 5476, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL EDITORS: Save manpower, time, money. Let us cover assignments in the Southwest. **Arnett & Associates, Box 2287, Beaumont, Texas.**

INTELLIGENT LIBERAL ARTS GRAD.
Anxious to start in adv. with company or agency. Can write or do leg man chores. Draft exempt. Prefer Chicago location.
Box 5474, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REAL PRO with know how in publicity, photography, copywriting, layout, P.R., seeks Los Angeles post. C.M.C., 3854 W. Slauson, L.A., 43. AX5-8677

MAKING PLANS FOR 1962?
So am I. Next year I will be PR dir. and/or Sales Promotion Manager for a strong Mid-Western Firm which is the best in its field, but needs to grow. I will move my family & 20 yrs. exp. as a "General Practioner" in the PR-Sales Promotion Field. My new boss will demand results, which is only fair. I will tack my U of Mo., Journalism diploma on the wall & we will go to work with my knowledge of printing, sales, sales prom., sales management, photography, adv., edit., (I've won awards, too). Need more details? Write
Box 27 Q 332, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

EUROPE: ITALIAN-GERMAN-FRENCH
Researcher-PR rep will work for you in Europe. American, quadrilingual, exp.
Box 5473, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

Technical magazine seeks sales representative to cover from Southern New Jersey as far South as Virginia and as far West as Pittsburgh. Minimum guarantee arrangement available. Write
Box 5477, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

WEST COAST SALES REP
Currently rep. Music Makers, Inc. Avail. to rep live-action or animation commercial companies. **Mort Stein, 9015 Wilshire Bl., Bev. Hills, Cal. CR1-4747**

PUBLISHERS' ATTENTION
NEED WEST COAST REPRESENTATION?
One of our major publishers is opening their own offices, therefore, we have selling time available for a publisher desiring aggressive magazine space selling on the West Coast.
J. G. DAVENPORT ASSOCIATES, 2412 W. 7th Street, Los Angeles 57, Calif. DUnkirk 2-6254.

BUSINESS OPPORTUNITIES

For Buying and Selling PUBLISHING PROPERTIES contact
W. B. GRIMES & CO.
—Media Brokers—
2000 Florida Avenue, N.W.
Washington 9, D.C.
DEcatur 2-2311

PUBLICATION AVAILABLE
Established trade journal in a 1½ billion dollar market. Price $55,000
Box 5481, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

Southern Plant—Press Time Available
FOUR COLOR WEB-FED OFFSET
FOTOLIST EQUIPMENT FOR AUTO-composing file card data into negatives. We print catalogs, directories, direct mail pieces, publications, inserts. One, spot or process color. Dependable.
ADDRESSING-MAILING FACILITIES.
Complete Plant Under One Roof.
Agency and Broker Inquiries Invited.
Wimmer Bros.-Printers-Lithographers
279-83 Madison Ave., Memphis 1, Tenn.

EVER SKIP A COFFEE BREAK?
You need help, friend. Admit it! $1.01 joins ($1.51 charters) you to
WORKAHOLICS ANONYMOUS
Cage 1303, 185 N. Wabash, Chgo. 1

SELL FOR PENNIES
Farm families—over a million of them—use our local classified pages as shopping centers. Details on low rates, high return, from Classified Dept., **Home State Farm Publications, Middletown, Ky.**

EUROPEAN AD VOLUME SOARS. . . .
If you are thinking of setting up operations in Europe, you will need one top executive with a European as well as American advertising background. He must have a thorough knowledge of the major European markets with well established contacts among Europe's leading industries, speaking fluent German and French. He will know where to recruit a first-class team.
If necessary, would consider a limited investment.
Before planning your next move in Europe you will profit by writing first to
Box 5478, ADVERTISING AGE
630 Third Ave., New York 17, New York

Our 50th Year
MARKET RESEARCH DIR. Pharmaceuticals — $8,500.
MERCHANDISING—Field Appliances — 15,000.
COPYWRITER—Agcy.-Agri. print, radio, TV — 14,000.
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

Procter & Gamble Television Commercial Production Supervisor

Here's an unusual opportunity in the field of Commercial Production with one of the country's leading television advertisers.

The man we want is under 32, and has had several years of commercial television production experience with an agency, an independent producer, or a television station or network—enough experience to enable him to quickly assume responsibility in our organization.

The man we employ will, after a short indoctrination period, take over the responsibility of working with our Advertising Agencies on all phases of the television commercial production for several of our major consumer brands. His job will be to do everything that can be done, from the client's point of view, to achieve top quality television commercial production. This will involve representing the Company in production planning discussions with the Agency and with the outside producer, attending the actual shooting of commercials and giving advice and guidance on matters such as casting, sets, etc.

While this position calls for a high degree of creative ability, it also requires good business administrative ability, since a large part of this job is concerned with the business management of our production operation. This position is in our General Offices in Cincinnati, and we will assume all relocation costs.

If you feel that you can qualify for this position, please write and tell us about yourself. All replies will be handled in confidence, and no contacts will be made until we have your permission.

Mr. H. H. Wilson, Jr.
Procter & Gamble, Dept. AA-1211
P. O. Box 599
Cincinnati 1, Ohio

"An equal opportunity employer"

FOOD & COSMETIC A.E. AVAILABLE
15 years of experience on food and cosmetic accounts. Good account handling and marketing background on top drawer accounts. Full knowledge of food broker and cosmetic distributing operations. Will re-locate.
Box 185, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

to an
AGENCY ARTIST

Ready to step up
★ What do you want?
Appreciation?
Security?
Congenial co-workers?
Informality?
Diversified duties?
Good pay plus bonus?
Chance for growth?
Pleasant living for you and your family?

All this, lots more in small friendly agency located upstate New York. If you're a producer, send detailed resume, present job description and salary range to:

President
Box 180, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

MAJOR CHICAGO MANUFACTURER NEEDS EXPERIENCED ADVERTISING-PROMOTION MAN

Major Chicago electronics manufacturer has opening for experienced advertising-promotion man. Must be creative copywriter and know production. Direct mail experience helpful. Will plan, write, and produce all literature and displays. Excellent opportunity with industry leader. Profit sharing and many extra benefits. Send complete resume with past earnings and salary expected.

Box 177, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING PROMOTION OPPORTUNITY!

Large metropolitan newspaper is seeking the services of a seasoned promotion man to write Advertising Promotion and Sales Presentations. This man must have real creative ability and hard selling sense. He must have a record of achievement and examples of his work to prove it. He may now be Advertising Promotion Manager or Assistant Promotion Manager of a moderate sized newspaper, or senior promotion writer in the Advertising Promotion department of a large Newspaper, Magazine or Broadcast organization. He should be able to speak effectively and should possess administrative potentialities. Age preferred; 35 to 45 years. Salary commensurate with past performance and proven ability.

If you think you meet the above qualifications, this job offers a real opportunity. Write giving full details of past experience and salary expected.

Box 158, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind—any medium

PHOTOGRAPHIC REP WANTED
N. Y. advertising photographer specializing in Ill. & Still Life wants representation in N.Y. & Midwest area. Excellent opp.
Box 184, Advertising Age
630 Third Avenue, New York 17, New York

MARKET RESEARCH ANALYST
We need an aggressive marketing analyst who has been on the firing line for at least a couple of years. A Master's degree in marketing, math., statistics or a related field would help, but we would consider a Bachelor's degree in these fields. Statistical aptitude necessary. Salary $7,600. Of overriding importance is the possession of great personal drive and creative intelligence. Send complete resume and salary requirement to Box 179, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

CREATIVE EDITOR
Not satisfied with the usual type of industrial publishing, a major industrial magazine intends to take valid new directions in stimulating readership.
We are, therefore, looking for a creative editor whose primary function will be to enliven copy and headlines, to develop feature projects with our Editor, and to coordinate text material with progressive art direction.
This position will be most important to our organization and will be both stimulating and rewarding to the man who comes with us. Please send resume to:
Box 181, ADVERTISING AGE
200 East Illinois Street, Chicago 11, Ill.

HOME FOR SALE
Owner Moving to Florida
must sell six room, partially furnished, red roman brick ranch home, nicely shrubbed, newly reduced in price for early occupancy. Three bedrooms, bath, powder room, thermopane windows, carpeting and draperies plus many desirable extras. Enclosed porch overlooking back lawn. A good neighborhood of comparable homes, close to shopping, transportation, churches, both public grade and parochial schools. Priced middle twenties plus.
John Coons, 623 Deerfield Road, Deerfield, Ill., WI 5-5100

WANTED
Larger Agency Affiliation
There's a 5 to 6 man agency wanting to affiliate with a larger prestige agency having a major account or seeking major accounts in Indianapolis. Our objective: To upgrade account size, broaden service. Yours: To gain an office.
Box 169, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

DON HARRIS NEEDS . . .
. . . This week men from a top of $14M down to $10M, the men for the higher-salaried jobs being already in his file.
AE, foods. Perhaps now a brand manager in major food-store-products company or young AE. Preferably 28-34. Southwest. Must have obvious high potential. Send photo with resume ..... $12-$14M
FARM-MARKET WRITER. Some industrial experience helpful ..... $12-$13,500
COPY, Mostly industrial, some consumer. Not run-of-mill. Can be young $12-13,000
COPY, varied industrial $11M
FOOD SALES PROMOTION. Late 20's, early 30's. Exceptional writer $10M
DON HARRIS, Director
LOU PAETH, Associate Director
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago • WA 2-9400

COMPTON - CHICAGO NEEDS
TIME BUYERS! SPACE BUYERS! MEDIA ANALYSTS COST ESTIMATORS! SECRETARIES!
We need additional top people in the above job qualifications . . . fast. So fast we want to hear your qualifications on the phone right away. So call us now at: 427-4642. Ask for extension 272.

Advertising Account Executive
You must have:
Background and experience so you can communicate both ways on technical subjects; ability to develop sales promotion ideas and supervise execution of related materials; knowledge of industrial advertising methods and procedure.
This experience will help:
In hydraulic-pneumatic field; with electronic systems; with electrical components; as advertising manager or account executive for industrial products.
You should want:
Salary to match your capabilities in above areas; living in first class New England community; association with on-the-go people in an on-the-go agency.
If interested write fully to Mr. William B. Dixey
Vice-President
Wilson, Haight, & Welch, Inc.
645 Farmington Avenue
Hartford 5, Conn.

FCC Not Trying to Censor, NAB Exec Tells Broadcasters

APACHE JUNCTION, ARIZ., Dec. 5—An official of the National Assn. of Broadcasters told industry members last week that there is no basis for charges that Federal Communications Commission Chairman Newton Minow is trying to impose "censorship" on the industry.

William Carlisle, the NAB's vp for station relations, said the commission has always had a legal right to gather information on broadcast operations to enable it to carry out its licensing duties. "Collecting information is not censorship," he said. "Nor, I submit, is asking broadcasters to make a reasonable effort to determine community needs and requiring a broadcaster reasonably to match up promise and performance."

■ His remarks paralleled the position that NAB President LeRoy Collins took during a recent series of fall regional meetings. Mr. Carlisle told the Arizona Broadcasters Assn. that no radio or television station need fear excessive government regulation if he is "an honest man with a plan."

Mr. Carlisle noted that all seven FCC members have acknowledged publicly that they cannot possibly determine the public interest in every community and that broadcasters alone have this right. Emphasizing that NAB appreciates the danger of excessive government interference, he said the association would move quickly if FCC or anyone stepped over the line into censorship or coercion. #

FCC's Ford Says Present Broadcast Setup 'Incomparable'

LOS ANGELES, Dec. 5—In a speech calling on radio-tv operators to move forward "toward a greater maturity in serving the public interest" Federal Communications Commissioner Frederick Ford last week rejected most proposals—including the magazine concept for advertising—for changing the U.S. system of broadcasting.

He told a seminar sponsored by the University of Southern California and the Southern California Broadcasters Assn. that the existing arrangement has provided an "incomparable" system of broadcasting. He chided the broadcasters for standing by silently while other media attempt to discredit them.

Commissioner Ford said most proposals for changes in the existing system assume that government is in a better position to decide what is "good" than the licensees and the people of the community. "It has always seemed strange to me," he said, "that some people who seem to have little confidence in government have great confidence in government's ability to set an example to showmen or creative talent of how to produce better shows or to be more creative."

With respect to the magazine concept, he noted that FCC members have been meeting with British officials who are currently reevaluating the long range objectives of their own commercial system. "The meetings with these officials have been most profitable, but in the many exchanges we have had I have found no reason to attempt the imposition of a different economic scheme on the American broadcasting system, nor have I been led to believe that the magazine concept is not in practice circumvented." #

Miller Joins Bozell

Jerauld D. Miller has joined Bozell & Jacobs, Seattle, as an account executive. Mr. Miller was formerly commercial manager of KQTY, Everett, Wash.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

HIE TO THE HINTERLAND
One-man agency in pleasant, medium-size Michigan city (180 mi. to Chicago; 120 mi. to Detroit) has snug, well equipped office and Girl Friday to share with another one-man agency or A.E. with accounts in this area. Merger not a necessity, but considered. Excellent art and production sources available in area. Location on I-94—less than 120 minutes to any major center in lower Michigan. A nice place for your family to live.
Write Box 183, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ONCE IN A LIFETIME OPPORTUNITY
Protected Franchise Dealerships
Earnings $20,000 and up on a proven National Sales program to men with experience in advertising sales and management. Send resume in confidence to: Box 154, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

MEDIUM SIZED AGENCY seeking strong marketing-creative addition to management staff—communicate in confidence with executive, age 53, who in maturity seeks escape from hard travel, commuting. As working member of your team can contribute sound marketing counsel, high creative ability, excellent contacts in east, midwest. 22 years' creative, account mgt., mktng mgt. in 3 top 4A agencies, then V.P. mktng. diverse industrial-consumer mfr., sales over $200 million. This is a man you should investigate, whose present income needs are in low $20 area. Can relocate quickly.
Box 178, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

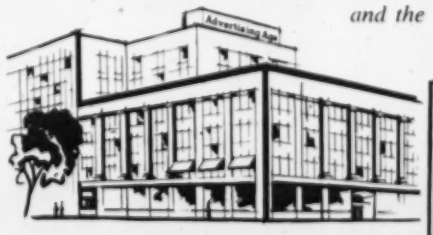
ADVERTISING ASSISTANT
An expanding midwestern pharmaceutical company has opportunity for a college graduate with education in advertising or journalism. Prefer two to eight years experience to assist in the creation of advertising (direct mail, point-of-purchase, promotional literature). Must be capable of writing ad copy and have a knowledge of design, type, printing papers, reproduction processes, etc. Please send resume to:
Technical Employment Coordinator
The Upjohn Company
Kalamazoo, Michigan

PHOTO ENGRAVING and OFFSET POSITIVES SALESMAN
Complete progressive company, Chicago area, will make an attractive proposition to a man who can bring in a substantial volume of business. Write fully in confidence to:
Box 971, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MOVING? SEND FOR BOOKLET
A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do, are among the topics included. Write for your free copy. No obligation. Edward Swann, Burnham Van Service, Inc., 1634 Second Avenue, Columbus, Georgia.

Convenient Location
HERE you can get completely new offices—constructed to your plans—at surprisingly low rental. Space to grow—modern—very handy location. Prestige at low cost.
35 EAST WACKER AT WABASH
McCORMICK BEATTY COMPANY... HA 7-6560

Desirable rental space available now in the
Advertising Age Building
located in the heart of the fashionable "Near North Side" of Chicago in the midst of advertising activity in the city. A prestige location offering many unusual advantages. One block west of the famed "million dollar mile" and the historic water tower.



• *Well suited for art and photo studios, advertising agencies, publishers, media representatives, graphic arts services and other allied interests.*
• *Locate your operations in the world headquarters of advertising/marketing news—the Advertising Age Building.*

For a detailed, illustrated brochure write Jack Barnett, Advertising Age 200 E. Illinois St., Chicago 11 DE 7-5200

Advertising Age Building

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance... uncongested, traffic-free.

2000 Modern Rooms and Suites!

All outside with private bath

FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore
42nd St. at Lexington Ave.,
New York 17, N.Y. MU 6-6300

Roger Newcomer, Battle Creek Daily's Ad Head, Dies at 58

BATTLE CREEK, Dec. 5—Roger H. Newcomer, 58, advertising director of the *Battle Creek Enquirer & News*, died of a heart attack at his home here Dec. 4. Mr. Newcomer joined the newspaper in 1933 and was appointed advertising manager in 1935.

He was a member of the Newspaper Advertising Executives Assn., Michigan Press Assn., Battle Creek Lions Club, Chamber of Commerce, and Calhoun County Tuberculosis Assn.

THOMAS McGOVERN

LYNN, MASS., Dec. 5—Thomas McGovern, 50, president and publisher of the *Lynn Sunday Post*, died Nov. 29.

Mr. McGovern, longtime political editor of the *Lynn Telegram-News* until the newspaper suspended operations early in 1960, headed a group of former *Telegram-News* employes who founded the *Sunday Post* last year.

GEORGE T. BURKE

BOSTON, Dec. 5—George T. Burke, 57, of Newtonville, advertising executive with Dedham Transcript Publications, died Nov. 29. For 16 years, he was president of the Burke Distributing Agency in the Brookline, Brighton and Allston areas.

Meyerdirk Parker Harper Thomson Sanders

COOPERATORS—*Dix Harper, radio-tv director of Aubrey, Finlay, Marley & Hodgson, Chicago, and Bob Parker, assistant director, chat with Carl Meyerdirk, KVOO-TV, Tulsa, president of the National Assn. of Radio & TV Farm Directors, at Aubrey, Finlay's third annual open house for agricultural ad managers and editors. Jim Thomson, Prairie Farmer, and Paul Sanders, Southern Planter, also were among the guests, many of whom were in Chicago for the International Livestock Exposition.*

GEORGE M. MacLEOD

NEW YORK, Dec. 5—George M. MacLeod, 53, controller and office manager of Smith, Henderson & Berey, died of a heart ailment at his home in Woodside, N.Y., Dec. 2.

Mr. MacLeod was office and personnel manager for 11 years with R. T. O'Connell Co. before joining Smith, Henderson in 1957.

JOHN W. DAVIS

CHICAGO, Dec. 7—John W. Davis, 46, vp of Blair-TV, died yesterday. He had suffered a brain hemorrhage two weeks ago.

Mr. Davis joined Blair in 1946 and opened the Chicago office of Blair-TV in 1948. A scholarship in his memory will be established at Northwestern University's Medill school of journalism, the Blair Co. said. Mr. Davis was an alumnus of Northwestern.

'Free Press' to Zimmer

The *Free Press*, Detroit, has appointed Zimmer, Keller & Calvert, Detroit, to handle its advertising, effective Jan. 1. Karl G. Behr Advertising Agency, Detroit, formerly handled the account. The *Free Press* spends an estimated $350,000 in advertising.

Trotter Joins Paul Klemtner

William Trotter, formerly a manager of advertising and promotion of American Cyanamid Co., has joined Paul Klemtner & Co., New York pharmaceutical agency, as an account executive.

Why not have ACB check your

DEALER ADVERTISING TIE-IN SUPPORT?

Newspaper Tearsheets

ACB will furnish "Tearsheets" of all Dealer Ads that mention your product as they appear in daily and Sunday newspapers—or if you prefer, we can furnish a detailed typewritten report of this activity.

Simply tell us the ads you want to see—your own dealer ads or your competitors. It doesn't make any difference to us. When such ads appear we'll spot them—and place the tearsheets (or reports) on your desk.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

YOU NEED ALL OF GEORGIA, TOO!

You wouldn't sit on half a chair... and you shouldn't try to reach all of booming Georgia's $5¾ billion market with one newspaper buy. One order can't cover it. You need *two*... and one of them is the Georgia Group—the Augusta, Columbus, Macon and Savannah papers. The Georgia Group delivers the rich "missing half" of Georgia's population with one order, one bill, one check. Your local Branham man has all the details, can show you how to save 13% on 10,000 lines or more.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Advertisers in This Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

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Chicago Tribune	38-39	Progressive Farmer	51
Cincinnati Post and Times Star	82		
Cleveland Plain Dealer	15	Quad City Newspapers	4
College and University Business	32		
Collins, Miller & Hutchings	61	R. E. A. Express	24
Contemporary Ceramics	34		
		St. Anthony Messenger	30
Dallas News	50	San Diego Union and Evening Tribune	30-31
Des Moines Register and Tribune	40	San Francisco Chronicle	102
Detroit Free Press	49	Sersen's Imprinting	28
		Seventeen	25
Ebony	56	Signal	58
El Paso Times and Herald Post	22	Southern California Grocers Journal	34
Electronic Design	57	Sterling Outdoor Advertising Co.	36
Employers Reinsurance Corp.	45	Sterlip Press	43
		Successful Farming	23
Fairchild Publications	63	Sweet's Catalog Service	27
Farley Co.	68		
Fort Wayne News-Sentinel and Journal-Gazette	32	This Week	5
Fort Worth Star-Telegram	34	Thomas Publishing Co.	7
		Time	46-47
Georgia Group	98	Tool and Manufacturing Engineer	60
Good Housekeeping	75	Tulsa World	68
Greensboro News-Record	4		
		U.S. News & World Report	16-17
Hammond Times	100		
Home Edited Gravure Magazines	58-59	WAVE-TV	100
Home State Farm Publications	64	WBKB	44
Hotel Commodore	98	WBNS	28
Houston Post	33	WFGA	85
Hutchings & Melville	86	WLOS	83
		WOC-TV	88
Institute of Radio Engineers	26	WRC	40
Iron Age	21	WSB	66
Ivanhoe by the Sea	28	WTVJ	45
		Wall Street Journal	29
Jackson Clarion Ledger and News	30	Allison Waugh	42
		Western Horseman	36
KOIN	26	Wirtz, Haynie & Ehrat	66
Kansas City Star	65	Woman's Day	69

This Week in Washington . . .

FTC Probe of Supermart Appliance Deals May Foretell Major Struggle

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 7—The Federal Trade Commission has started a multi-prong investigation of the new cash register tape deals between supermarkets and appliance manufacturers. Some titanic legal and legislative battles could come out of it.

The register tape merchandising technique involves hand-in-glove relationships between big food chains and big appliance manufacturers. It's a combination which—from an FTC standpoint—personifies the legal complications that are created as a result of the new supermarket discount system.

Laws for the regulation of merchandising techniques are rooted in the pre-World War II era, when the channels of distribution were readily identified, and trade practices followed a well-established order.

Now, new selling combinations and techniques are developing every day, wiping out traditional marketing channels and methods of doing business. The business man forges restlessly ahead; but the FTC must stand guard, lest he do violence to certain principles which Congress has written into law to cushion the inherent violence of the competitive process.

■ In its study of the register tape system, FTC is initially looking for information. At this stage the commission's staff is briefing itself on the intricacies of the individual register tape plans. Ultimately, each plan must stand examination against a variety of possible law violation criteria.

Although the commission senses that it has a big problem on its hands, the developing investigation of register tape promotions is considerably more than a legal exercise for FTC. Immense selling power is mobilized behind these intricately worked out promotions. The commission is getting a steady stream of protests from distributors, manufacturers and better business bureaus, which are alarmed at what they see.

The extent of FTC concern is reflected in the scope of the investigation. Experts from the fields of deceptive practices and anti-monopoly are teaming up in the studies. In their analysis of the register tape plans, they ask: Is the public deceived? Do the tie-ins give illegal price and promotion benefits to the chains and the manufacturers who are participating?

■ In their examination of the individual register tape plans, FTC investigators will be looking into the promotion material. Each ad will have to stand a severe test. Are the savings being exaggerated? Are the terms of the credit arrangements fully and clearly disclosed?

Against this background, sales at list price under the register tape plans are raising some knotty questions. The Pittsburgh Better Business Bureau is already in the fray (AA, Dec. 4), with a statement warning that appliances purchased under register tape plans at list price are often priced well above the going rate for the identical item at other outlets in the Pittsburgh market.

FTC can hardly claim that supermarkets are barred from selling appliances at higher than the going rate, if the public is willing to pay. But it feels special responsibility for dissecting the promotional material carefully and asking: Since he pays full price, what can the customer really save by buying under the register tape plan? Even if he does save, has he been led to believe his savings will be considerably more than they actually are?

■ A controversy on this issue would bring FTC headfirst into the dispute over the use of "suggested list" prices, at a time when the commission unexpectedly finds itself badly off guard. More than three years ago, FTC thought it settled the issue with a pricing guide which held that no reference can be made to list price if it results in a comparison which misrepresents that savings that are offered.

Now, however, there are some new rulings in list price cases, and the companies that are involved in the register tape plans can rightfully agree that the limitations on the promotional price comparisons is, at the very least, unresolved.

Early this month, Examiner Leon Gross ruled emphatically that the Giant food chain could not refer to General Electric and Regina list prices in its ads, even though it appended a disclaimer that the reference to list was only for purposes of identification.

But only last week, Examiner Herman Tocker recorded somewhat different views. While he provided safeguards to prevent deceptive use of list prices at the retail level, he argued that there is nothing inherently wrong with the use of suggested list prices by the Regina Co., even though the suggested price was ordinarily well above the selling price of its waxers and polishers in various individual markets (AA, Dec. 4).

■ In addition to that portion of the FTC staff which is busily measuring the register tape plans against the various laws defining deception and restraints of trade, others at FTC are mournfully comparing the mobility of big marketers with the rather static array of enforcement techniques which are at the commission's disposal.

"Even if we find that serious law violations exist," they are asking themselves, "what would be the earliest date on which we could obtain an enforceable cease and desist order to deal with them?"

"If the plans to continue to operate while litigation is carried on, how much damage will be done to the public and to competitors in the meanwhile?"

This is, of course, the classic FTC argument to support chairman Paul Rand Dixon's drive for authority to issue temporary cease and desist orders. FTCers say it is absolutely essential if there is to be an effective regulatory agency in this day of big discounters and fast merchandising changes.

■ The authority of their case suffers a bit, however, in the light of Examiner Tocker's decision in the Regina case. In the field of list prices—where FTC has spoken rather consistently in the past—he had something new and interesting to say.

Even if Mr. Tocker is eventually reversed by the commission, an important lesson remains. In many fields of marketing law, and even on seemingly established points, competent experts will disagree. Under what circumstances are we prepared to let our regulatory authorities exercise a power which is roughly akin to the temporary injunction? #

Gribler Symington Dickey

ROYAL SENATOR—*Sen. Stuart Symington (D., Mo.) becomes a member of the Royal Order of the Purple Garter of the Women's Advertising Club of St. Louis following an address on the value of advertising in the national effort. Doing the honors are A. E. Gribler, Prince Gardner Co., program chairman, and Mrs. Marion Dickey, St. Louis Hostess Club, president of the adclub.*

Curtis 3rd Quarter Loss Is $5,709,000

PHILADELPHIA, Dec. 6—A third quarter loss of $5,709,000 was indicated today by Curtis Publishing Co. as it reported to stockholders that net operations losses during the first nine months of this year totaled $9,794,757. This compares with net earnings of $92,567 during the same period of 1960.

Crediting net earnings from the sale of securities, during the first half, of $3,413,427, Curtis' loss for the first three quarters of 1961 was $6,381,330. This compares with earnings of $116,790 last year, including securities sales of $24,223.

Robert E. MacNeal, president, blamed part of the losses on unfavorable rumors about the company, and part on reaction to *The Saturday Evening Post's* new format. This, he said, despite the fact that the *Post's* Nov. 18 issue set a new circulation record, while fourth quarter circulation will be the highest in its history, with 200,000 greater sales per issue than last year.

■ Mr. MacNeal reported that October was "in the black," and fourth quarter earnings will be the year's best, but ad linage for the last quarter has been disappointing.

Net losses for the year, he said, will be substantially lower than the nine-month figures show, thanks to a potential tax credit of $4,923,000; a consolidated tax return including all subsidiaries; and lowered pension costs. #

'Newsweek' 1961 Revenue Up

Advertising revenue of Newsweek International gained 24% for a total of $2,200,000 during 1961. Advertising pages totaled 2,368 during the year. Preston K. Babcock, international advertising director, predicted a substantial increase in ad pages for 1962, as well as another gain in revenue—approaching $500,000—for *Newsweek's* European and Pacific editions.

Hogren Joins Scripture Press

Vincent J. Hogren, exec vp of Hitchcock Publishing Co., has resigned to become president of Scripture Press, Wheaton, Ill., effective Jan. 1. Mr. Hogren, a 17-year veteran of Hitchcock, was named publisher of *Wood Working Digest* and *Grinding & Finishing* last May.

Blair Adds Two Stations

John Blair & Co. has been named national representative for WKBW, Buffalo, and Blair-TV has been appointed to represent WKBW-TV.

Court Plays Santa; Harris at Last Will Collect from Castro

MIAMI, Dec. 5—Erwin Harris, the agency president labeled a "CIA agent" and "imperialistic Yankee fascist" by the red regime of Fidel Castro, this week rejoiced as he waited to collect $429,000—the full amount, plus additional costs owed him by the Cuban government for previous advertising work.

The Harris & Co. boss said he expected payment around Dec. 15. The money will come from proceeds from the sales of various Cuban materials seized by Mr. Harris since he launched his one-man war against the Cuban regime. They include 1,250,000 of "the very finest" Havana cigars, which brought $205,000 from a New York cigar distributor; 3,500,000 lbs. of Cuban lard; and 14 airplanes.

Attorneys for Cuba appealed Mr. Harris' claims; the final verdict was handed down in Fort Worth two weeks ago by the federal appellate court. Of the 429,000, some 100,000 represents fees, plus "things like 'round the clock guard duty on the airplanes" incurred by Mr. Harris.

■ His victory will be consummated after a 17-month fight which began in July, 1960, found its way into the international press and was highlighted last year by the seizure in New York of the $3,600,000 jet aircraft that carried Mr. Castro to speak before the United Nations.

Would Mr. Harris like to undergo the ordeal again? "Hell, no. I feel tremendously relieved," he said. #

B&B Names Steele Exec VP; Promotes Segelstein

L. T. Steele, a senior vp of Benton & Bowles, chairman of its management review board and a member of its board, has been named an exec vp. He will be in charge of international operations in addition to supervising several major domestic accounts. Charles Pooler, who has been senior vp of administration and international operations, now will be in charge of internal administration. Alfred W. de Jonge will continue as operating head of the international division.

Irwin Segelstein, formerly director of program administration for B&B's tv-radio programing department, has been promoted to manager of the department. He fills the vacancy left by Grant A. Tinker, who last month went to National Broadcasting Co. as general program executive.

Florida Citrus Shifts $500,000 Billings to TV

'New Joint Thinking,' Clearance of CBS Outlets Alter Media Emphasis

LAKELAND, FLA., Dec. 6—The Florida Citrus Commission has altered its media schedule for the first half of 1962 and has diverted about $500,000 from print to television.

As a result of "new joint thinking" by the commission and its agency, Benton & Bowles, the first six months of 1962 will see a total of about $1,000,000 in citrus money poured into spot tv, and another $1,000,000 into weekly magazines, Sunday supplements and newspapers. The step is in contrast to the last half of 1961, in which the commission laid out $2,000,000 for print alone. Before the schedule was revised, the print figure for the first six months of 1962 was $1,500,000.

■ Frank D. Arn, director of advertising and merchandising, said the revised plan was made possible because Benton & Bowles had been able to clear time on 166 stations for spots between popular network shows, some morning and some night. He said the schedule will be entirely on CBS stations, with one-minute spots aimed at housewives between popular morning shows, and mostly 20-second spots in prime evening time.

There also will be a special two-week schedule of spots, on behalf of tangerines, between late afternoon children's shows. This promotion is set for Jan. 8-20 in 15 major markets in the East and Midwest.

The spot total comes to 114 one-minute daytime commercials and 80 20-second night announcements.

Cost per thousand viewers will run around $1.68 for the whole tv roster, Mr. Arn said.

■ More than 100 newspapers will back up the push. Magazine insertions, mostly four-color, include the First Three Markets Group, *Farm Journal, Life, Look, Parade, Progressive Farmer, Seventeen, The Saturday Evening Post,* and *This Week.*

In another move, the commission voted to participate in a special $500,000 March promotion of multi-packed orange concentrate. An okay on the project, proposed by the Florida Canners Assn., came as the commission agreed to match, up to $300,000, funds contributed by the industry to boost six-packs containing six-ounce cans. The commission's funds will come from ad money normally steered to concentrated juices.

■ While the bulk of the commission's portion will go toward advertsing, including point of sale, the group also will pay for a new pack design to identify the product as a Florida item.

The commission also approved spending $30,000 to test market, in two cities, a new sweetened grapefruit drink to which—the housewife must add one part water. One test site will be Evansville, Ind.; the second hasn't been named.

■ The commission's over-all budget for the current fiscal year has been boosted to $4,000,000.

Benton & Bowles, which has had the account since 1955, recently won out—at least until June 1—over six other agencies which vied for the business (AA, Oct. 30). #

Ogilvy, BBDO, PR Unit of Interpublic to Share U.S. Travel Service Account

(Continued from Page 3)

the current fiscal year, which ends June 30, amounts to $600,000. A decision on the allocation of funds by market is to be worked out, partly on the basis of marketing studies which are now being completed.

In his conferences with the agencies, Mr. Butterfield reported that preliminary information from these special studies will be available during the next few days. He said agencies can begin working on a creative approach for country-by-country programs as soon as the market studies are submitted.

■ Contracts for the studies of overseas travel markets were given out in August, after the travel service decided to defer the selection of an advertising agency. The four organizations retained to do the market studies were BBDO International; Interpublic; Kenyon & Eckhardt; and J. Walter Thompson Co.

The tourism program was approved by Congress last spring, in an effort to offset a serious "imbalance" in the flow of tourist dollars. With Americans spending more than twice as much abroad as foreigners spend here, David Ogilvy, of Ogilvy, Benson & Mather, who was among tourism experts appearing before Congress, proposed a government financed "Visit America" campaign.

While the tourism organization is starting with a $600,000 advertising budget for its initial six-month promotion period, agencies have been assured that substantially higher sums will be proposed for the fiscal year 1962-'63, starting July 1. #

Kohn Associates Moves

Abner E. Kohn Associates, New York, has moved to new quarters at 274 Madison Ave. The agency was formed last July.

reach this West Half of the Nation's 50th LARGEST Standard Metropolitan Area through the
LOCAL SALES IMPACT
of
THE HAMMOND TIMES
represented by
Burke, Kuipers & Mahoney, Inc.

Reach 28.8% more GROCERY SHOPPERS with WAVE-TV
—who buy 28.8% more food products in Kentucky and Southern Indiana!
That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.
WAVE TV
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

Helping a shy violet open up is part of the joy of teaching. Seeing a teacher's esteem comforting a child to make her feel secure and safe. It means guiding and disciplining. It means building character and shaping future citizens. But most of all, teaching means personal satisfaction—the warm sense of accomplishment that comes when you help a child grow in knowledge, reach higher for learning, use her talents to the best of her ability. Teaching is the rewarding profession. We know. We teach, too! **Encyclopaedia Britannica**

HONORS TEACHERS—*Encyclopaedia Britannica, Chicago, will honor teachers in an institutional ad campaign. The first ad will run in the Dec. 16 educational supplement of Saturday Review. McCann-Erickson is the agency.*

McCall Details Financial Makeup in Prospectus

(Continued from Page 3)

estimates."

Gross advertising volume of *McCall's* went from $17,304,000 in 1956 to $37,733,000 in 1961, the prospectus added. *McCall's* percentage of the gross advertising volume carried by the three leading women's service magazines, it said, increased from 27.5% in 1956 to 44% in the first nine months of this year.

■ The prospectus said *Redbook's* average net paid went from 2,342,000 in 1956 to about 3,500,000 this year, "and gross advertising has increased from $2,362,000 for 1956 to $7,295,000 for 1961.

"The accomplishment of this substantial improvement in the position of *McCall's* and *Redbook* has involved heavily increased expenditures, reflecting the cost of enlarged and improved editorial content, larger direct subscription expenses and the cost of substantial circulation 'bonuses,' which represent the excess of actual circulation over the circulation base upon which advertising rates are fixed."

The prospectus said McCall Corp.'s increased expenses "have necessarily had an adverse effect on immediate operating results. During each period covered by the 'consolidated statement of income' [since 1956], the company's magazines as a group have operated at a deficit, offsetting to some extent the operating profits from other areas of the business, which have been largely contributed by contract printing."

■ The preliminary prospectus also listed these salaries as paid to the following top management people (all listed as vps) in 1960:

Herbert R. Mayes, editor	$70,800
Clayton C. Westland, vp and manager, printing division	48,800
George E. Sheer, vp and general manager, Dayton printing plant	48,700
A. Edward Miller, publisher, McCall's	45,700
Herbert Bijur, vp and general manager, McCall's pattern division	40,700
Charles S. Thorn, publisher, Redbook	31,800
Arthur B. Langlie, chairman	50,800

According to the prospectus, "Mr. Langlie, Mr. Mayes and Mr. Miller are parties to employment contracts with the company under which their services are secured as follows: Mr. Langlie until July 31, 1965, at $50,000 a year; Mr. Mayes until Jan. 10, 1966, at $70,000 a year; and Mr. Miller until Sept. 30, 1962, at $50,000 a year.

■ "Their respective contracts provide, among other things (1) for maximum payments upon the expiration of their respective periods of employment, as follows: Mr. Langlie, $1,666 a month for life; Mr. Mayes—$40,000 a year for a number of years equal to the period from Feb. 10, 1961, to the date of termination of his employment, and thereafter $25,000 a year for life; and Mr. Miller—$1,666 a month for a number of months equal to the period of his employment with the company, during which he will be available for consulting and advisory services, and (2) for payments in comparable amounts to such officers in the event of disability, or to their estates in the event of death."

■ The prospectus also listed Hunt Foods & Industries Inc. as holding 448,508 shares of McCall Corp. common stock—35.6% of all outstanding shares. Hunt "has agreed" to exercise stockholding rights to subscribe for $3,553,500 of the debentures. The prospectus added that Hunt "advertises from time to time" in McCall Corp. magazines "at standard rates, and accounted for 4.6% of the gross advertising revenues of *McCall's*, and 8.7% of the gross advertising revenues of *Redbook* during the year 1960."

■ The debenture prospectus also contained the following intelligence:

In 1960, when revenues were $91,916,000, magazines accounted for 54%, printing for 35%, and patterns and related publications for 11% . . . the company issued 75,000 shares of its common stock in exchange for all outstanding common shares of Saturday Review Inc., which it bought last March 1 . . . McCall is currently "giving active consideration to entering the book publishing field, possibly through the acquisition of an existing business" . . . the printing operation in Dayton turned out 90 billion pages of magazines in 1960 . . .

"The decline in operating profits during 1959 and 1960 (from $3,165,000 in 1958 to $2,884,000 in '59 and to $2,278,000 last year) which continued into the first nine months of 1961," the company said, "reflects the adverse effect of the heavy expenses which have been incurred in achieving the substantial circulation increases for *McCall's* and *Redbook*." #

'Seventeen' Names MacLeod

Robert F. MacLeod, former vp and ad director of Hearst Magazines, has been named publisher of *Seventeen*. Mrs. Enid Haupt will relinquish her duties as publisher to devote full time to direction of the magazine's editorial departments, with the title of editor-in-chief.

DDB Off Wagon, Gets $4,000,000 Seagram Bundle

(Continued from Page 1)

brands will be distributed among agencies already on the Schenley roster. The agency's problem with Schenley was, apparently, the countermanding hand of Lewis S. Rosenstiel, Schenley chairman. Doyle Dane handled Schenley Reserve, Ancient Age, Schenley Champion, OFC, Sir John Schenley, Certified bourbon, vodka, gins, cordials and cocktails until it decided to match final advertising decisions with Mr. Rosenstiel. DDB lost.

The move to Doyle Dane capped a three-week period in which nearly every Seagram VIP, up to Edgar M. Bronfman, president of Joseph E. Seagram & Sons, denied any intention to change the company's agency lineup. Today's announcement, however, said Doyle Dane would take over next March 6, and added that Y&R was dropped because of differences on marketing strategy.

Specifically, Seagram said that its quarrel with Young & Rubicam had developed in recent months on how, where and when to spend advertising money. While one Seagram source said it was not attempting to sell Young & Rubicam short, he could not conceal his satisfaction that the company now had "two hot, creative shops," the other being Papert, Koenig, Lois.

■ Doyle Dane's nomination by Seagram was not without its product problems. Four Roses, a long-established blend, has been in a decline phase since a post-World War II peak. Chivas Regal has been a small factor in the import market. Antique bourbon, introduced only three years ago, has never been in heavy demand.

Four Roses' advertising at Young & Rubicam reputedly has been an example of the brand-over-type advertising philosophy of Samuel Bronfman, president of Distillers Corp.-Seagrams Ltd. Two themes have dominated: The egg nog promotion, used for 28 years; and the ice cake theme, used for 20 years. Seagram has long thought that the spray of four roses against various backgrounds was "esthetically very satisfying."

The Seagram switch was the first big agency change since 1957-'59, when Robert Bragarnick, vp in charge of marketing, made a number of switches in an attempt to bring a new look to Seagram advertising. Mr. Bragarnick left the company late in '59.

■ Several minor changes in the Seagram lineup have been made since then. In the fall of 1960, Ronrico rum and Wolfschmidt vodka were assigned to Papert, Koenig, Lois, while Compton Advertising lost the Wilson label from the Four Roses stable.

Yesterday's switch follows other significant moves in the liquor field. In addition to the Doyle-Schenley cut-off, National Distillers moved its $8,000,000 Lawrence Fertig Co. business to Lennen & Newell, where Fertig made a merger deal. Fertig will serve as the liquor and wine division of L&N.

Since then, Brown-Forman Distillers assigned an import package—plus some unnamed bourbons—to Dancer-Fitzgerald-Sample, all of which had been with J. M. Hickerson Inc. and Albert Woodley Co. (AA, Dec. 4).

Dancer won out over Doherty, Clifford, Steers & Shenfield, and Fuller & Smith & Ross, Cleveland. Other agencies that had been considered earlier were Benton & Bowles and Leo Burnett Co. #

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PREFERRED READING

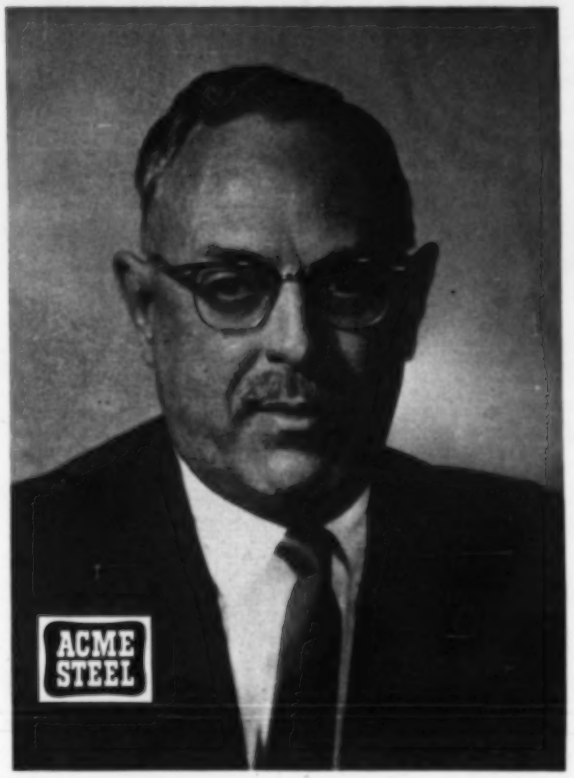
with men who make industrial advertising

The two executives featured on this page are industrial advertisers of long standing. Mr. Grove of Acme Steel recently celebrated his 30th anniversary with that Chicago company, while Mr. Malme of Western Gear will soon round out two decades with the Lynwood, California, concern. In addition to longevity with their firms, these admen also have in common the fact that each has responsibility for advertising programs concerned with numerous markets. While the Messrs. Grove and Malme represent only a small sample, they are typical of thousands of Industrial Marketing readers who consider IM "preferred reading."

says **F. R. Grove, Jr.,** Advertising Manager
Acme Steel Company

"With our diverse product line, which must be marketed to almost every form of industry, it is imperative that we keep our thinking and marketing knowledge current in many fields. To do this, we must rely heavily on outside fertilization of our ideas, and our entire advertising and marketing group finds Industrial Marketing one of its prime sources of commercially valuable information."

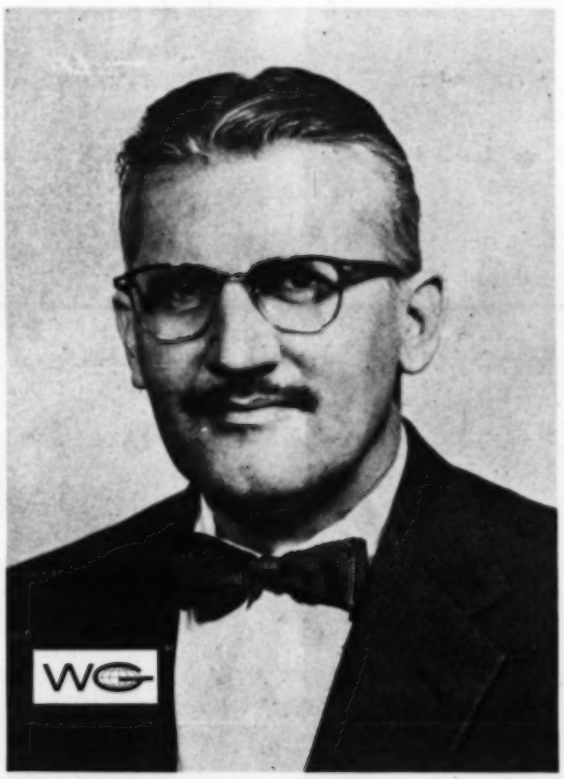
Mr. Grove is a fine example of achievement as a "one-company man." His record at the Acme Steel Company dates back to 1931, when he started his business career right out of high school. In the early Thirties he progressed from mail clerk to order clerk to assistant in the then small advertising department. By 1937, he had been named assistant advertising manager, and ten years later, he was appointed manager of the department. (Through the years he has completed many advertising courses at Northwestern University.) For this manufacturer of steel strapping, stitching wire, storage racks, strip steel, slotted angle and other industrial products, Mr. Grove now directs space buying in approximately fifty business and trade publications, with allocations running from $200,000 to $400,000 annually.



says **Glenn W. Malme,** Advertising Manager
Western Gear Corporation

"Learning must be a continuing process in any profession if one desires to progress and improve, to avoid stagnation. Industrial Marketing is one of the publications that receives a considerable amount of attention by myself and others in our marketing groups. We regard IM as 'must' reading. We find it invaluable in our work."

A "shirt-sleeves" advertising manager, Mr. Malme is responsible for the advertising programs of six divisions of Western Gear Corporation. These divisions are active in highly diversified industrial fields ranging from printing presses to electronics, from catalog-type machinery to food packaging equipment, from marine deck machinery to missile and rocket equipment and systems for the aerospace industry. And, the yearly budget of these divisions for the business press alone totals about $150,000. A nineteen-year veteran with Western Gear, Mr. Malme earlier served as public relations director for the Manufacturers Association in Racine, Wis., and as a newspaperman on the Chicago Herald & Examiner, Chicago Sun and Racine Journal-Times.



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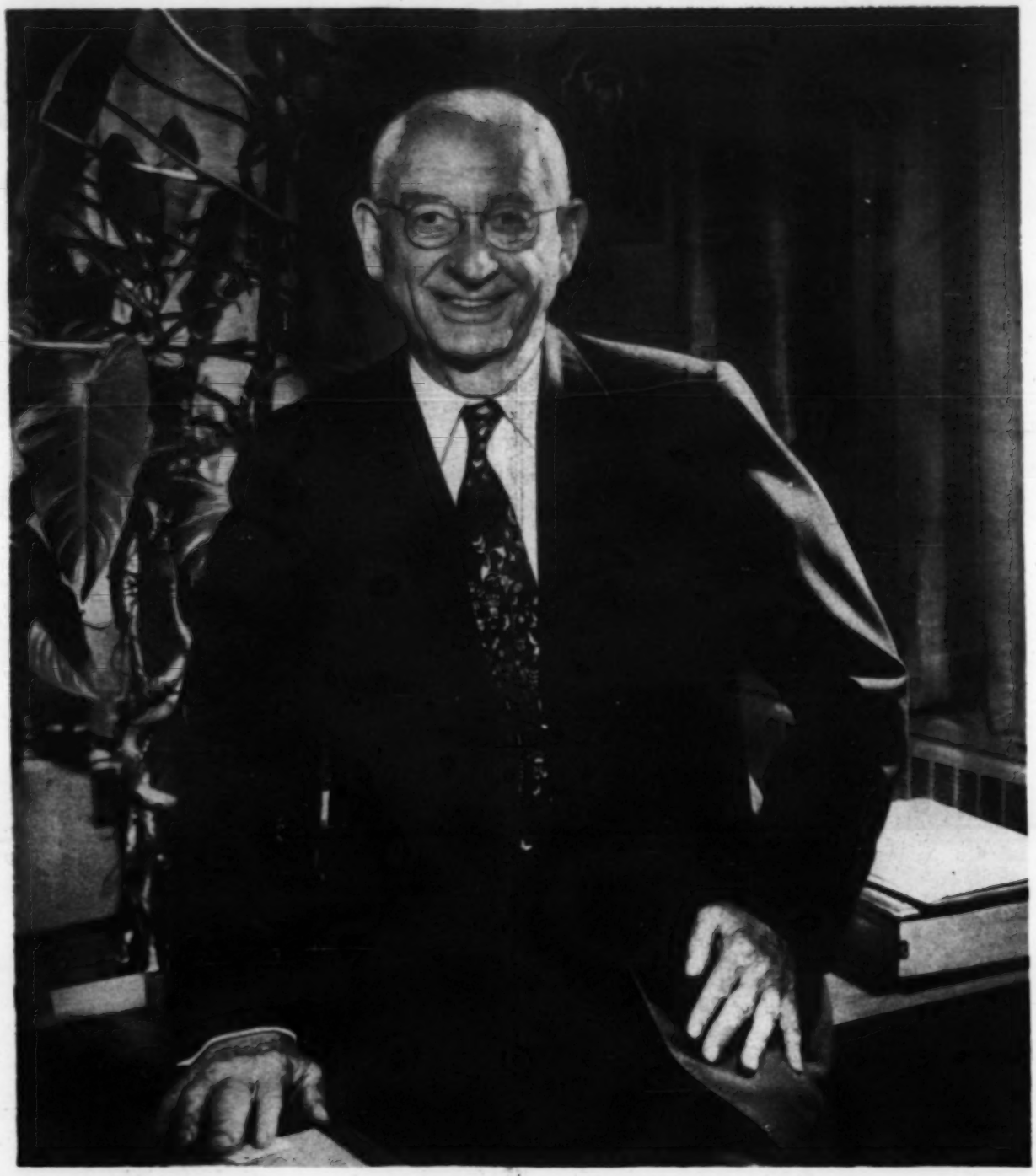

Robert Gordon Sproul — President Emeritus, University of California

It has been said of Robert Gordon Sproul that during his 28 years as President of the University of California he never had need to use a telephone. Legend is that merely by raising his voice a trifle he could be heard around the globe.

In response to the Sproul voice, some of the generation's intellectual titans flocked to the University—among them 11 Nobel laureates—who helped U.C. become one of the great seats of learning of the world.

Fortunately for California, the Sproul voice is still lifted in behalf of great causes and vital issues. And like most Bay Area leaders, Dr. Sproul reads about them daily in The San Francisco Chronicle.

Mr. Sproul is one of a distinguished group of Bay Area citizens awarded the Chronicle Gold Medal for public service.

San Francisco Chronicle

Represented by Sawyer Ferguson Walker